

# Community management and generation Z : A systematic review

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**Abstract—** Today, community management and Generation Z (who were born between 1997 and 2010 during the era of new technologies, websites, social media, virtual reality, globalization, and the absence of borders) are two recurring themes in our lives. The purpose of this article is to examine the relationship between them, based on a manual systematic review of scientific articles published between 2015 and 2025 that address Generation Z and community management and are written in English or French.

**Keywords—** Community management or social media or web or digital culture and Generation Z or hyper-connected generation or technology generation or the internet generation or digital natives.

## I. INTRODUCTION

Community management plays a central role in professional and personal life, particularly with Generation Z, which includes people born between 1997 and 2010 who grew up in the world of the internet and new technologies. This is the digital generation, a hyper-connected generation seeking authenticity and personalized interactions, who spend a lot of time on platforms such as Facebook, Instagram, TikTok, YouTube, etc. Their behavior is based on interactivity and speed. The choice of the subject of this article is based on the fact that community management and Generation Z are frequently discussed on a daily basis and cross multiple media outlets. Articles on generation Z are not abundant ; there is more talk about Generation Y, millennials, and the impact of community management on Generation Z has not been discussed. In this article, we aim to study the relationship between community management and Generation Z. So, the research question is: What impact does community management have on Generation Z? Our study was based on a manual systematic review of 66 scientific articles, published between 2015 and 2025, initially selected from two platforms, namely Google Scholar and Proquest, These articles were reduced to 22 articles after applying inclusion criteria and exclusion criteria. This study was conducted manually after reviewing several articles. This manual systematic review of the literature went through three stages : First, identification, which means articles which abstract, key words or title contains the concepts of community management and/or generation Z. Then, screening, in this step, 16 articles were excluded, leaving 22 articles for further analysis. This selection is related to inclusion and exclusion criteria. Finally, eligibility, the 22 articles were examined and selected for our study. The main conclusions are that Generation Z is very connected to social media, a generation that is almost never without their smartphones. Even their nicknames include words like « internet », « connected » and « technology »because this is a generation that has lived with these discoveries since birth .Now that they are becoming an active and productive generation in the job market they use new technologies in their daily professional activities.

This study is structured as followed : First, a literature review of the key concepts of this study, followed by the methodology used and finally the results and a discussion of this review.

## II. LITERATURE REVIEW

### A. *Systematic Review*

A systematic Review is a method of collecting information at a given point in time, usually over a well-defined period, by « synthesizing the knowledge and practices available in the scientific literature » [1]. The systematic review represents a rigorous synthesis of both the state of the art and the scientific knowledge available at a specific time [1].

### B. *Community management*

According to Reference [2], community managers carry out online actions and missions on behalf of a company, brand, other organization, or individual on social media through various forms of online communication in order to improve the company's brand image, entertainment value, etc. To do this, they must be proficient in the main social media platforms: Facebook, X (Twitter), LinkedIn, YouTube, Instagram, TikTok, Snapchat, Pinterest, etc. in order to animate, unite, and manage an online community [3].

### C. *Social media*

Social media are digital platforms, places, websites, or mobile applications that allow users to connect, develop social interactions, interact, share, exchange, and disseminate text, images, videos, etc. with their community of friends through interfaces such as Facebook, Twitter, Pinterest, Instagram, YouTube, Vimeo, Daily Motion, LinkedIn, TikTok, Snapchat, SlideShare, WhatsApp, Deezer, etc [4].

### D. *The Web*

According to the definition provided by Le Robert dictionary, the Web represents a set of data linked by hypertext links on the Internet. In fact, the Web is an element that forms part of words related to the Internet. The Web is a widely used term for the WWW (World Wide Web), which refers to the hypertext system that operates on the global Internet computer network.

### E. *Digital culture*

According to [5], it refers to “a set of ways of doing, thinking, representations, and meanings specific to a group in which material objects fully participate.” Digital culture refers to a set of values, behaviors, knowledge, practices, and the renewal of knowledge and learning [6] through the use of computer tools, “particularly media and cultural consumption, communication, and self-expression practices” [7]

Digital culture is a combination of culture and the development of information and communication technologies based on social networks and interlocutors for the exchange of information.

### F. *Generation Z*

Generation Z encompasses the population born between 1997 and 2010, i.e., after Generation Y (Millennials) and before Generation Alpha. This generation is different because it grew up in a period characterized by globalization and social, economic, and political changes that have made it open to the world, viewing it as borderless. It is a generation that is very connected to digital technology and open to the world. It is a generation that is completely immersed in technology, which has earned it names such as the Technology Generation or i Generation [8], the internet generation, digital natives, or i Gen [9] [10]. This is a generation that spends a lot of time on social media every day thanks to the internet and smartphones [11] because they are people who are open to diversity, solitude, hybridity, distance, etc. [12]. [13] describes Generation Z as the “most tech-savvy” generation, capable of dealing with and solving “contemporary technological, social, economic, and geopolitical problems that previous generations” could not, and for whom social networks are important and can be known before school, and the internet is their main means of communication [14].

### G. *Hyper connected generation*

According to Reference [15], “Digital hyperconnectivity is a defining fact of our time. It recasts social interactions, culture, economics, and politics, and profoundly transforms the self.” Indeed, hyperconnectivity is a condition that plays a role in the creation of identity, and in our case, that of Generation Z, which is hyper-connected to various social networks and websites. Furthermore, “hyperconnectivity refers to the intensive and continuous use of digital communication technologies, leading to new forms of socialization, economic activity, and organizational practices” [16].

### H. *Technology generation*

A cohort of individuals dominated by technology that influences their habits, values, and cultural identity. On the one hand, [17] mentions that each generation has its own concerns and interests in terms of technology, as some generations were born and raised in a digital world, and he mentions that “network society is shaped by the integration of information technologies into all areas of life.”

### I. *Internet generation*

Generation Z is dependent on technology, is always connected, and learns using digital tools [18]. According to [18], Generation Z is the first generation to have grown up with the internet, which has impacted their expectations and ambitions [18], particularly in academic terms, as methods have changed and digitization has become part of the educational environment [19].

### J. *Digital natives*

“Generation Z as digital natives are distinguished by their intense engagement in online activities” [20]. Indeed, this is a generation born and socialized in a constantly evolving technological environment, comfortable with the internet, computers, and digital tools from childhood, and this is the same opinion of [21], who admits that these young people “speak the language of computers, video games, and the internet.”

## II. METHODOLOGY

This review went through three phases, which were :

Phase 1 : Identification : The keywords were relevant, and a thorough search was conducted to find the studies that mention community management and Generation Z in their title, abstract, or keywords. Several search phrases were applied to cover a wide area. Having eliminated duplicated records, an initial sample of studies (28 over 66) was left to undergo additional screening.

Phase 2 : Screening : The initial 38 articles were then screened based on their titles and abstracts to determine whether they were relevant for inclusion in the research sample. As a result, 16 articles were excluded, leaving 22 articles for further analysis.

Phase 3 : Eligibility : In this phase, all 22 selected articles were examined in detail based on predefined inclusion and exclusion criteria.

This systematic review was conducted manually :

- Databases : PROQUEST and Google Scholar.
- Keywords: Community management or social media or web or digital culture and Generation Z or hyper-connected generation or technology generation or the internet generation or digital natives.
- Period : 2015-2025.
- Inclusion criteria (studies related to Generation Z and community management in English or French, non duplicate documents , articles published in indexed and ranked journals within the chosen period (2015-2025))

and exclusion criteria (articles not meeting the inclusion criteria , duplicate records, articles in languages other than english and french which orpublished outside the chosen period (2015-2025) or related to other generation).

Final selection : 22 articles (from 66) analyzed, broken down by methodology (quantitative, qualitative, mixed) and country. The detailed analysis table was used to extract and compare the main information from each study.

### III. RESULT AND DICUSSION

The main findings of this study are :

- The uniqueness of Generation Z is mainly determined by their exposure to technology from an early age : Generation Z grow up with the internet , smartphones and social media , which has influenced the way they communicate and see the world .So digital tools are essentiel for them.
- A generation unlike anything you have seen before.
- Social media and online browsing are closely linked to Generation Z, which brings a new perspective and innovative ideas : Social media is an integral part of their daily lives through communication in virtual communities.
- A generation born in the era of the internet, social media, hybridity, virtual communication, and globalization. : The y were born in the era of globalization and virtual communication.
- A generation characterized by a high level of engagement and loyalty, especially in the professional world.

### IV. CONCLUSION

Community management for Generation Z must evolve towards more collaborative, creative, and socially responsible practices. This research focuses on Generation Z, which is the generation of the internet, new communication and information technologies, smartphones, etc. Through this study, we wanted to show the impact of community management on this generation through a manual systematic review. This topic of research is especially topical since community management and its involvement with Generation Z has become one of the most popular in recent years. The increasing scholarly popularity of these themes can be seen through the temporal dynamics of publications: the majority of the works appeared after 2015, which is the year of the social media popularity, the era of digital culture, and the rise of Generation Z in the online environment. The systematic review procedure started with the 66 initial articles that were found in two databases (Google Scholar & PROQUEST). Following a process of stringent screening, eligibility and inclusion criteria, the second sample narrowed down to 22 quality articles. This development illustrates the need to have a systematic and discriminatory move to generate relevancy, dependability, and scientific importance of the involved studies. On the whole, the findings support that the field of community management and Generation Z is growing, and the given review offers a good basis to comprehend the existing knowledge and define the gaps to be addressed in future research.

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