

Bridging Generational Gaps in Education: How Social Media and AI Empower Modern Language Learning

Iryna Lavrynenko
Ruhr-Universität Bochum, Germany

Abstract

In today's digital society, the way people consume and process information has changed dramatically — especially in the field of language learning. This presentation explores the generational shift in how students engage with educational content, comparing traditional learners (Millennials) with digital-native learners (Gen Z).

The focus is not on specific teaching tools, but on how attention spans, media habits, and information perception have evolved — and how these changes impact the effectiveness of language education. The talk reflects on how short-form content, social media influence, and the rise of microlearning shape students' expectations.

Drawing from real teaching experience and student feedback, I will discuss how understanding these cognitive and behavioral shifts can help educators bridge the gap between generations and adapt their methods to better connect with modern learners.

Keywords: social media, language teaching, Gen Z, AI tools, microlearning