THE Next Generation of WORDPRESS USERS

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THE Next Generation

DAVID BISSET David Bisset





WORDPRESS IS CURRENTLY

32% of the web

Adoption by future generations is vital otherwise this will decrease.



WORDPRESS ECOSYSTEM

Shifting Markets

Developers need to know about what trends young people are using if that's a market they want to capture.

Who Am I? Developer Organizer Father

Who Am I? Developer N Organizer Mark Father Adult. Old.



Demographics Generation X Late 30s-50s Generation Y 20s-mid 30s Are Generation Y Generation Z teens & younger

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Keep In Mind:

WORDPRESS IS GLOBAL SOFTWARE

Diversity = Differences.

Just like any demographic not all "young people" - even from the same geographical area or social class - act the same.

"...DO NOT BLOG."

"....DO NOT BLOG."

Mostly True

"Since 2006, **blogging** has dropped among teens and **young adults** while simultaneously rising among older adults."

http://www.pewinternet.org/2010/02/03/social-media-and-young-adults/

"...ARE HOOKED ON FACEBOOK & SOCIAL MEDIA"

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Mostly False

"3,400 U.S. Facebook users finds that 44% of users ages 18-29 have deleted the app from their phones in the past year."

http://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/

"...ARE HOOKED ON FACEBOOK & SOCIAL MEDIA"

Mostly False

"57% agree that using social media distracts them... 72% believe that tech companies manipulate users to spend more time on their devices."

https://www.commonsense.org/education/blog/what-new-research-on-teens-and-social-media-means-for-teachers

"...HAVE SHORT ATTENTION SPANS."

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Mostly False

"About 90% of millennials (20-33) and 87% of Gen Z (ages 14-19) have binge-watched video content."

https://variety.com/2017/digital/news/binge-viewing-tv-survey-millennials-1202013560/

"....MORE LIKELY TO MULTITASK."

True

"99% of millennials and Gen Z are engaged in other activities while watching TV, with an average of four additional activities."

https://variety.com/2017/digital/news/binge-viewing-tv-survey-millennials-1202013560/

"...THANKS TO TECH ARE RELATIVELY LAZY."

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True And False

"72% of high school students want to start their own business someday. 61% expect to start a business right out of college."

https://www.huffingtonpost.com/crystal-kadakia/72-of-hs-students-are-ent_b_7922384.html

Creating Content

CHALLENGES WORDPRESS IS FACING:

Blogging Less

...and more "journal" content created on other platforms.

Mo Money, Mo Choices

Squarespace. Wix. Snapchat. YouTube.

Mobile

Not an easy or "fun" experience.

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Consuming Content CHALLENGES WORDPRESS IS FACING:



If it's slow, then something is wrong. They'll move on.

Mobile

It takes effort to build a personal and interactive mobile experience beyond a simple blog or news site.

Building & Development

CHALLENGES WORDPRESS IS FACING:



Used By 75%+ of the web, yet not the "hyped" programming language many want to be initially exposed to (vs Python, Java, and JavaScript)

Stigma

Low quality WordPress themes, plugins, and code has given WordPress a mostly unfair reputation.

How Can WordPress **Be More Attractive** Developers Contributors Organizers Parents Teachers

Developers:

Do Your Research: If you are building a business, pay attention to the <25yr old. market. Look at Twitch, Instagram, WhatsApp, LinkedIn.

Be A Mentor: Many young people need someone to show them better coding techniques and they shouldn't have to wait for college. PHP, JavaScript, open source - get them involved even if it's beyond WordPress.

Discounts: Offer student discounts or versions to those in high school or college. Consider non-subscription models.

Contributors:

Changes to open source and WordPress need diverse input and viewpoints.

Inclusion: Provide ways for young and those without experience to be a part of contributing to open source.

Learning Curve: "Easy" or "Starter" tickets and projects (typos, styling adjustments, documentation, captioning).

Developers: This can also apply to your projects, not just WordPress core or major public projects.

Organizers:

Family-Friendly: Make sure all events are suitable for young people and parents (nursing stations, no wild after parties, alcohol, etc.)

Don't Make Kids 2nd-Class Attendees: Assume they will be in the audience, not just a separated kids area.

Include Young People From Day One:

Make an effort to attract young people to speak and participate. "Kid's Camps" can be "Youth Camps". Hackathons!

Parents/Teachers:

Encouragement: Coding and design can be frustrating. That's part of the job, but youth needs support.

Include Tech In Assignments & Family Projects: Even if you don't understand the tech fully, find a way to include the web in student assignments.

Events: Take young people to conferences, webinars, Maker's Faires, hackathons - or create your own.

How WordPress Rocks Many young people are using it today because...

Content & Privacy

Owning content vs. third-parties. Keeping data safe.

A Great Start

Coding & web skills gives advantages, even to those who start in elementary school. Start with PHP/JavaScript and move to another language.

Writing Skills

Still one of the best platforms for writing and creating content - valuable skills to polish.

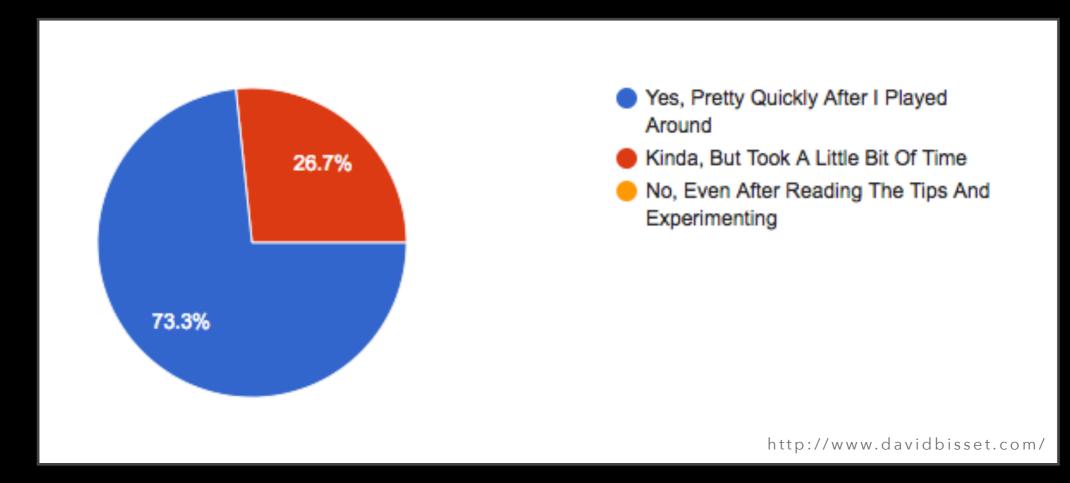
Strong And Youth-Friendly Community

"But what about... ...Gutenberg?"



Gutenberg

"AFTER SPENDING A BIT OF TIME, DID YOU UNDERSTAND THE 'BLOCK' CONCEPT?"



Gutenberg "Any comments or feedback?"

Auto save wasn't working, but it might have been my fault?

Its very user friendly and easy to use :)

There are some things to get the hang of (for example knowing that you have to click one of the drop down options before actually being able to submit).

I really like this it reminds me a bit of Microsoft word but it feels much more comfortable to me and less complicated.

It was great, though I do wish that there was a bit more variety (options to change text font, color, and size).

deleting a block should be more convenient

not many photos on gutenberg

Really enjoyed it. Used a review from one of my favorite games and saw how it was able to effectively incorporate several features into creating a nice post.

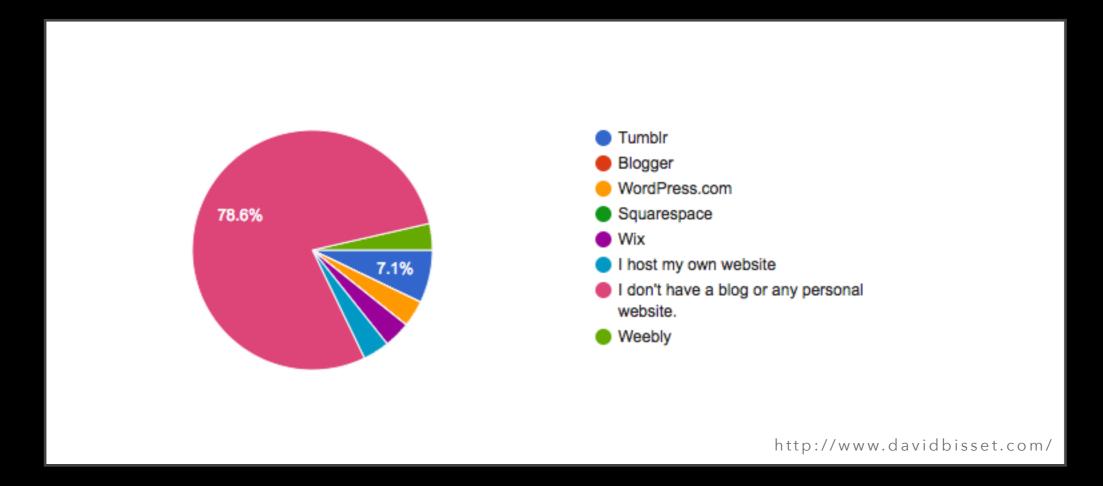
I enjoyed this too much

Personally, since I'm so used to Office Word when I write long essays and such, perhaps allow the user the opportunity to use the tab without moving into another block.

So I recreated an IGN review of a game a like, and I didn't really run into problems with using the features. It was pretty seamless. Not too hard to maneuver. Just felt clean basically. Only suggestion would be to add a text wrap feature when making columns so that one side of the block doesn't have a lot of blank space if one of the columns has a lot of text than the other(s).

Gutenberg

"DO YOU HAVE A BLOG OR YOUR OWN PERSONAL WEBSITE?"



Gutenberg:

Appeals To Youth: Based on (so far) limited observations and testing, it appears new or young users pick up on Gutenberg more quickly.

More Testing For New WordPress

Users: More user testing likely needs to be done for younger or first time WordPress users.

Mobile: Content creation on mobile will be critical for this to take off for Gen X.



www.davidbisset.com/wcorl2018

Resources:

producthunt.com

"Gen Z and the future of social apps" https://overcast.fm/+Bowsu2y7w

Pew Research Center http://www.pewinternet.org/2018/05/31/teenssocial-media-technology-2018/

Submit Feedback:

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🥑 @dimensionmedia

WordCamp Miami:

Thank You!





