

A Qualitative Study on Determining the Expectations of Generation Z from Health Institutions and Professionals

Sanlher NB* and Sanlier NB

Nursing Department, Istanbul Nisantasi University, Turkey

***Corresponding author:** Nursah Buyukcamsari Sanher, Assoc Prof, Nursing Department, Nişantaşı University, Maslak District, Tasyoncası Street, No: 1V, 34481742 Sarıyer, Istanbul, Turkey, Tel: +90 536 833 5663; Email: nursah.buyukcamsari@nisantasi.edu.tr

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Abstract

Objective: The study was conducted qualitatively to determine the expectations of Generation Z from health professionals and institutions.

Materials and Methods: The population and sample of the study consisted of 18 participants between the ages of 11-17, born in 2000 and later (Generation Z) in a shopping center on the European side of Istanbul, a region with a high population including different cultural characteristics, which is preferred by people from all walks of life in the phenomenological type of qualitative research methods. The study was carried out using the criterion sampling method, with the number of people reaching data saturation, and interviews were conducted by face-to-face interview method. Data were collected using a demographic characteristics form and a semi-structured interview form. In the analysis of the data, the researcher's recordings made during the interview period and the statements on the voice recorder were evaluated and grouped together under the themes determined in accordance with the purpose.

Results: Based on the data obtained in this study, it can be said that health professionals cannot fully meet the expectations of Generation Z. While the expectations of women were predominantly related to caring behavior, respect was determined for men. It was understood that the expectations of Generation Z with high school and secondary school education were parallel to each other. It was determined that all of Generation Z lived in Istanbul and applied to the hospital.

Conclusion: It can be said that health professionals are not adequate in responding to the expectations of Generation Z. For this reason, it is recommended that health professionals adopt the expectations of Generation Z, and that hospitals should be evaluated periodically and necessary training should be provided according to the results.

Keywords: Generation Z; Health Institution; Health Professionals; Expectations

Introduction

People who were born in the same historical period and belong to a certain social group with economic and social movements are referred to as generations [1-3]. According

to the Turkish Language Institution, the word generation is defined as a group of people who were born in approximately the same years, who shared the conditions of the same age, therefore similar troubles and fates, and who are obliged to similar duties [4,5].

It is emphasized that in order to talk about the existence of a generation in a society, five characteristics must be present. These are the emergence of new members in the cultural process, the continuous disappearance of old members, the fact that members of a generation can only participate in a certain part of the historical process temporally, the transmission of cultural heritage and the continuous transition from generation to generation [6].

The concept of generation is based on having a common place and a common experience in the historical process [6,7].

In the literature, the concept of generation is referred to as groups born in the same year and sharing important life events. In addition to these; it is stated that there will be changes in the behaviors, values and beliefs of generations in historical, political and social events [8,9].

Each generation is able to define its own personality, values and beliefs, goals and expectations [8].

Generations with their own value judgments, expectations, behaviors and attitudes differ in terms of how they work, their personality traits, and their expectations from the organization they work for [5,8].

Different cultures and those who witnessed different events but were born in the same years lead to the formation of different generations in different parts of the world. This situation shows that the generational structure of each society should be evaluated according to itself [8]. As a result of the research, generations have been evaluated in certain historical processes and each has been grouped with different names. From the past to the present, generations have been divided into five groups. These are; Traditionalists (1930-1945), Baby Boomers (1946-1964), Generation X (1965-1976), Generation Y (1977-1994), Generation Z (1994 and later) [10].

The most common groupings of generations in the literature are Silent Generation (War Generation - Silent Generation) (1927-1945), The Baby Boomers Generation (1946-1965), Generation X (Gen X-Baby Busters) (1965-1979), Generation Y (Echo Boom-Millennials) (1979-1999), Generation Z (Gen Z) (2000 and later) [6,10].

Silent Generation (War Generation) (1927-1945): World War 2: The generation that lived during the war period, including World War 2. The hardships they experienced affected their outlook on life and led them to be altruistic, thrifty, loyal, hardworking and careful. Employees of this generation are risk averse, dislike change, respectful of authority and hard work, disciplined, stable, loyal, frugal and careful in financial matters.

The Baby Boomers Generation (1946-1965): Born just after World War 2. Individuals in this generation are known as workaholics, overconfident, strong-willed, optimistic, respectful, contented, loyal, unable to adopt technology too much, able to work in groups, with good work ethics and accepting authority.

Generation X (Gen X-Baby Busters) (1965-1979): They lived during the world's search for oil and Turkey's right-left conflicts. This generation is loyal, respectful, sensitive and highly motivated. It was in this generation that women entered the labor force. Concepts such as divorce, HIV and drugs emerged. They know the concept of unemployment and are loyal to their jobs, focused on money and attach importance to education.

Generation Y (Echo Boom-Millennials) (1979-1999): Their most recognizable characteristics are freedom and technology. Those in this generation, who use technology very well and can access information easily, are lonely. They are self-confident, dislike working, love to have fun and earn, have high aspirations, are dissatisfied, resistant to authority, questioning, can easily express their thoughts, are intertwined with the internet, productive, demanding, eager to learn, open to change and development, attach importance to flexible working hours and think that authority negatively affects their motivation.

Generation Z: Also known as the Internet or technology generation, it is known as the generation born in 2000 and still continuing to benefit from all the possibilities of technology. It is also referred to as the generation with the highest synchronization of motor skills such as hand, eye, ear, etc. in human history [7,11-13].

Those in this generation, who are in constant visual and verbal communication with each other, are creative, innovative, self-confident, social, decisive, intertwined with technology, have difficulty in dealing with difficult people, and prefer to plan their own time.

They adapt more in places where the technology that forms part of their lives is advanced and up-to-date. Generation Z, which is not determined and ambitious, is also stated as the generation that can get bored easily and therefore give up quickly. This situation suggests that they want to individualize rather than doing standard jobs. In addition, they can easily communicate with different sociological groups [3,6,7,13-16].

Expectation is defined as something that should be realized according to the Turkish Language Association. 4 In today's changing and developing world, individuals' sensitivity to health services has increased, causing changes in their

needs and expectations, as well as an increase in the demand for quality care in health care services and their selective behavior among organizations in case of need for health care services; health institutions have also brought to the forefront the provision of quality and efficient health care services for the society in this regard. In this context, one of the most important duties of health service providers is to provide efficient and quality health services for the society [17].

Providing services to the society, health institutions, like other institutions, have to learn and evaluate how their services are perceived by the society and to what extent they are satisfied, and take necessary practices into consideration. Meeting the wishes and expectations of individuals also brings satisfaction and fulfillment. One of the indicators of quality service in the field of health is the determination of individuals' expectations from health professionals [18]. Expectations can be defined as the scientific, managerial and behavioral characteristics that individuals expect, seek or want to see from health institutions. Expectations of individuals vary according to many factors such as age, gender, educational status, socio-cultural characteristics, past experiences and culture. Individuals have expectations before receiving health services and after the service is completed, this expectation leads to the formation of certain perceptions according to the previous experience. Individuals decide whether they are satisfied or not as a result of comparing these perceptions with their expectations [19]. Expectations, which vary from person to person, have a significant impact on individuals' participation in their own care as well as improving the quality of health care. Determining the expectations of individuals has an important position in terms of planning and evaluating health care and providing more qualified service [17]. For this reason, no study was found in the literature review showing what the expectations of Generation Z from health professionals are.

The fact that the lifestyle behaviors, unique work ethics, different perspectives, creativity, social aspects, ways of dealing with people, time concepts, sources of motivation, career goals and expectations of different generations are not similar to each other brings to mind the question of what are the health care expectations of these people, who constitute 17% of Turkey's population (18 million), although it is not fully known today. Today, it is important to determine the expectations of the target group in health service delivery and satisfaction with the health care service provided. However, there is not enough scientific data on the expectations of Generation Z, which constitutes almost 20% of our country's population, from hospitals, nurses and physicians, what kind of hospital they want to be treated in, and what kind of communication they expect to be established with them. Therefore, the study was conducted

to determine the expectations of Generation Z from health professionals and institutions.

Research Questions

- What are the expectations of Generation Z from health institutions and professionals?
- How do the demographic characteristics of Generation Z affect their expectations from health institutions and professionals?

Purpose of the Study

This research was conducted to determine the expectations of Generation Z from health professionals and institutions.

Materials and Methods

Location of the Research

This research was conducted in a shopping mall on the European side of Istanbul, a region with a high population of people from all walks of life, living in Istanbul and including different cultural characteristics.

Time of the Research

This research was conducted on July 14, 2017.

Population, Sample, Research Group: The sample in the study was selected through the criterion sampling method - the researcher can use criteria that meet certain criteria [20] - in a shopping center on the European side of Istanbul, in an open area with their families, with those born between 2000 and later (Generation Z) who agreed to participate in the study, without calculating the sample size, data collection continued until the "saturation" point was reached, and the number of people who reached data saturation constituted the sample of the study [21].

Type of Research: This research is of phenomenological type from qualitative research methods.

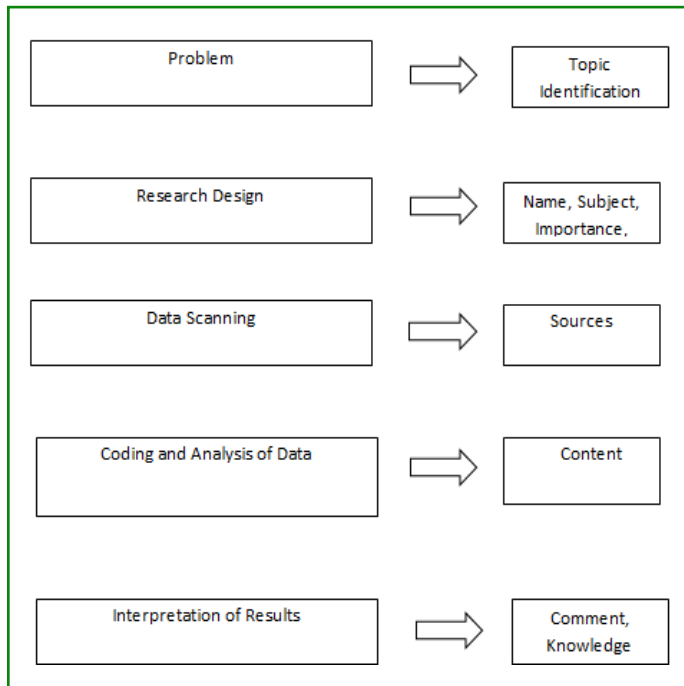
- **Data collection tool:** In this study, data were collected with demographic characteristics form, semi-structured interview form and information and consent form.

Data Collection: Before the data of this study were collected, a pilot study was conducted with six participants and the data of the participants in the pilot study were not included in the study. According to the data obtained from the pilot study, two more themes were added to the study. The data were collected using face-to-face interviews with the selected Generation Z participants. In the interviews, data were collected with a "semi-structured interview form" consisting of open-ended questions with six themes. The purpose of the study was explained to the participants who agreed to participate in the study. Before the interviews were conducted, the "information and consent form" was read to the participants who agreed to participate in the study and their consent signatures were obtained. Participants who

agreed to participate in the study were interviewed at a time convenient for them. Each interview lasted approximately 15-20 minutes. The interviews were continued by both the participants and the researcher until there was no new information and then ended.

In the interviews, the information of the participants was collected with a "demographic characteristics form" consisting of five questions including demographic characteristics such as code, gender, age, type of school graduated from, and place of residence, which will be given to the participant based on the principle of confidentiality.

Research Plan



Data Analysis: In this qualitative research, the data obtained from the interviews were read by the researcher, gathered and grouped under the themes determined in accordance with the purpose and evaluated. In the analysis process, the concepts and thoughts expressed about the subject emphasized were grouped under themes after being evaluated in accordance with the purpose.

• Bulgular ve Tartışma

The research was conducted with eighteen Generation Z (born in 2000 and after) aged between 11-17. Ten of them were male, six were 16 years old, 15 were high school graduates and 18 of them lived in Istanbul.

In this qualitative study, the information obtained from the interviews with the participants and the interpretation of this information were given consecutively and discussed in the light of literature.

THEME 1: When was the last time you went to the hospital?

Person 1 (Male, 14 years old, Secondary school, Istanbul): "Two months ago."

Person 2 (Female, 15 years old, High School, Istanbul): "A month ago"

Person 3 (Male, 16 years old, High School, Istanbul): "I went but I don't remember"

Person 4 (Male, 17 years old, High School, Istanbul): "A year or two ago"

Person 5 (Male, 15 years old, High School, Istanbul): "Like two weeks ago."

Person 6 (Male, 17 years old, High School, Istanbul): "We went three or four weeks ago."

Person 7 (Male, 14 years old, High School, Istanbul): "We went two or three weeks ago for my friend."

Person 8 (Male, 16 years old, High School, Istanbul): "Two months ago"

Person 9 (Male, 16 years old, High School, Istanbul): "Five months ago"

Person 10 (Male, 17 years old, High School, Istanbul): "I went two weeks ago."

Person 11 (Female, 15 years old, High School, Istanbul): "Three weeks ago"

Person 12 (Female, 14 years old, Secondary school, Istanbul): "Three weeks ago"

Person 13 (Female, 16 years old, High School, Istanbul): "Two months ago"

Person 14 (Female, 17 years old, High School, Istanbul): "Three weeks ago"

Person 15 (Female, 16 years old, High School, Istanbul): "It must have been two months ago."

Person 16 (Female, 16 years old, High School, Istanbul): "I think it's been four months"

Person 17 (Male, 15 years old, High School, Istanbul): "It was a year ago"

Person 18 (Female, 11 years old, Secondary school, Istanbul): "I went for a blood draw."

It was determined that all of the Generation Z participants had been to the hospital before.

All men and women stated that they had been to the hospital for similar periods of time.

Generation Z who attended middle and high school reported that they had been to hospitals for similar periods of time.

Today, with the changing and developing technology, it has become easier to diagnose and treat the symptoms and signs of body metabolism. Thus, it is quicker for individuals who are sick to apply to the hospital in a short time and to continue their daily lives after they are treated.

Based on this research data, it was determined that Generation Z individuals can easily benefit from health care services.

- **THEME 2: What did you go for?**

- Person 1 (Male, 14 years old, Secondary school, Istanbul): "For the ear. The throat was checked, the ears were checked."
- Person 2 (Female, 15 years old, High School, Istanbul): "Because of a headache. I was given an IV. I was kept waiting for 2 hours. Then I was sent back."
- Person 3 (Male, 16 years old, High School, Istanbul): "For the common cold."
- Person 4 (Male, 17 years old, High School, Istanbul): "My arm was broken."
- Person 5 (Male, 15 years old, High School, Istanbul): "I have a disease. I go regularly."
- Person 6 (Male, 17 years old, High School, Istanbul): "Can I not say that in private?"
- Person 7 (Male, 14 years old, High School, Istanbul): "We went because my friend was stung by a bee."
- Person 8 (Male, 16 years old, High School, Istanbul): "I went for my knee."
- Person 9 (Male, 16 years old, High School, Istanbul): "My nose was broken."
- Person 10 (Male, 17 years old, High School, Istanbul): "My friend was in a car accident"
- Person 11 (Female, 15 years old, High School, Istanbul): "For sore throat "
- Person 12 (Female, 14 years old, Secondary school, Istanbul): "I went with my sister."
- Person 13 (Female, 16 years old, High School, Istanbul): "I've got the flu."
- Person 14 (Female, 17 years old, High School, Istanbul): "Sunburn"
- Person 15 (Female, 16 years old, High School, Istanbul): "I had a problem with my eye"
- Person 16 (Female, 16 years old, High School, Istanbul): "I went for my eye"
- Person 17 (Male, 15 years old, High School, Istanbul): "I had a toothache."
- Person 18 (Female, 11 years old, Secondary school, Istanbul): "I went for a blood transfusion"

In the research, it was determined that Generation Z applied to different departments of hospitals both by themselves and with their parents.

While most of the women applied to the hospital for eye diseases, men were found to be in different departments such as ear diseases, colds and broken arms.

In this research, it was determined that Generation Z applied to the relevant departments of the hospital and received treatment according to the changes in their metabolism.

- **THEME 3: What kind of Hospital would you like to be Treated in?**

- Person 1 (Male, 14 years old, Secondary school, Istanbul): "

Medically advanced, hygienic, a little calm."

Person 2 (Female, 15 years old, High School, Istanbul): "Doctors need to be friendly. There should be better conditions. You cannot be treated in a bad place. You will be sick worse. It would be enough if they were friendly."

Person 3 (Male, 16 years old, High School, Istanbul): "It's clean. Caring, cheap"

Person 4 (Male, 17 years old, High School, Istanbul): "I would like to be treated in a healthy, beautiful and fast way"

Person 5 (Male, 15 years old, High School, Istanbul): "They must be friendly people. It must be clean. They must be technological. They should be able to intervene immediately in case of any incident."

Person 6 (Male, 17 years old, High School, Istanbul): "It should not be too crowded, you know, there should be so many hospitals around that people should have easy access. There should not be many queues. It should be clean, the staff should be respectful, trained people"

Person 7 (Male, 14 years old, High School, Istanbul): "Doctors should be fully trained and men should be seen by male doctors and nurses and women should be seen by women as doctors. They should be respectful and do their job well."

Person 8 (Male, 16 years old, High School, Istanbul): "It's beautiful. It must be technological. Because we're in 2017".

Person 9 (Male, 16 years old, High School, Istanbul): "A friendly, friendly, clean place where patients are treated well, where patients can easily reach."

Person 10 (Male, 17 years old, High School, Istanbul): "I would like a hospital that is clean, hygienic, with no queues, cheap and easy to reach"

Person 11 (Female, 15 years old, High School, Istanbul): "It should be big, it should be good, it should be clean, there should be no waiting in line"

Person 12 (Female, 14 years old, Secondary school, Istanbul): "Keep it clean"

Person 13 (Female, 16 years old, High School, Istanbul): "It is in a clean place, the doctors are interested because some doctors are not interested. Some doctors give a medicine or something to get rid of them, so I wish they were more attentive."

Person 14 (Female, 17 years old, High School, Istanbul): "There should be clean, friendly nurses and doctors."

Person 15 (Female, 16 years old, High School, Istanbul): "First of all, it should be clean, there should be no deficiency in terms of equipment, for example, we go to one hospital and they send us to another hospital, every hospital should have complete equipment."

Person 16 (Female, 16 years old, High School, Istanbul): "It must be clean, it must be sufficient for every information"

Person 17 (Male, 15 years old, High School, Istanbul): "It must be clean and organized, with good doctors"

Person 18 (Female, 11 years old, Secondary school, Istanbul): "He has to take care of everyone and be clean"

In addition to the majority of Generation Z wanting to be treated in a clean hospital, other participants responded that they would like to be treated according to gender, to be treated by friendly nurses and doctors, and to be fully equipped technologically and materially.

It was determined that almost all women and men wanted to be treated in a clean hospital.

The majority of Generation Z who attended middle and high school stated that they would like to be treated in a clean hospital.

In addition to the physical structure of health institutions, the behaviors of health professionals also constitute the majority of expectations in health services. In line with the information in the literature, the hospital profile in which Generation Z wants to be treated is similar to the statements such as having friendly employees and a place where the patient is treated well [20,21].

• **Theme 4: What are your Expectations from Physicians?**

Person 1 (Male, 14 years old, Secondary school, Istanbul): " They were a bit friendly. How are you doing? I knew most of them because I go there often. They gave me explanatory information about what they were going to do. They explained one by one how to use the medicines, how many days the treatment would last"

Person 2 (Female, 15 years old, High School, Istanbul): " They were very good. She was a woman. I felt comfortable. If it was a male doctor, I would have been a little more hesitant. I was more comfortable because she was a woman. She was very friendly. She was taking good care. They did not inform me about the treatment process. They met with my family"

Person 3 (Male, 16 years old, High School, Istanbul): " They were nice. I wanted them to take care of me. They took care of me.

Person 4 (Male, 17 years old, High School, Istanbul): " It is enough for us if they do their job properly."

Person 5 (Male, 15 years old, High School, Istanbul): " In general, there is no problem with male doctors, but there is a lot of trouble with women. Where we live, women are very strange, the ones who are doctors. They are very egotistical. They should be respectful. They can behave in the same way as I do"

Person 6 (Male, 17 years old, High School, Istanbul): " When they speak, they should not belittle the other person. They should never belittle as if they were talking to a person at their own level.

Person 7 (Male, 14 years old, High School, Istanbul): " He should do his job hygienically. Can empathize with the patient. Can offer suggestions to the patient "

Person 8 (Male, 16 years old, High School, Istanbul): " It

bothered me that he just looked and left. He could have been more thorough"

Person 9 (Male, 16 years old, High School, Istanbul): " The doctor is already tired. He doesn't need to behave too neatly"

Person 10 (Male, 17 years old, High School, Istanbul): " They should be caring, they should be cheerful, they should be smiling"

Person 11 (Female, 15 years old, High School, Istanbul): " Understand me, smile, take care of me"

Person 12 (Female, 14 years old, Secondary school, Istanbul): " I want them to treat me well, to understand when I am afraid, to be respectful.

Person 13 (Female, 16 years old, High School, Istanbul): " He should be careful, he should be interested, he should be smiling, he should be effective, he should be able to understand me, sometimes they don't understand or I can't explain"

Person 14 (Female, 17 years old, High School, Istanbul): " To be kind and good, to be understanding"

Person 15 (Female, 16 years old, High School, Istanbul): " "All the doctors I met were good and kind

Person 16 (Female, 16 years old, High School, Istanbul): " First of all, they should be respectful, they should not humiliate the patients, they should be friendly"

Person 17 (Male, 15 years old, High School, Istanbul): " They have to be good-natured, they have to be careful, they have to take care of the patients, they have to be respectful"

Person 18 (Female, 11 years old, Secondary school, Istanbul): " He should treat her well as if she were a friend, as if he had met her before."

Person 8 (Male, 16 years old, High School, Istanbul): " It bothered me that he just looked and left. He could have been more thorough"

Person 9 (Male, 16 years old, High School, Istanbul): " The doctor is already tired. He doesn't need to behave too neatly"

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humiliate the patients, they should be friendly”

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Person 18 (Female, 11 years old, Secondary school, Istanbul): “ He should treat her well as if she were a friend, as if he had met her before.”

In the research, Generation Z made statements according to their previous experiences in their expectations from physicians. They stated that they expect the majority of them to understand them, to be kind and understanding, to be respectful to others, to do their job properly, to be careful, caring, explanatory and understandable.

While most of the women expected physicians to understand them and to act in a caring manner, men were more likely to expect physicians to provide detailed information during the treatment process.

High school and middle school graduates expressed their expectations from physicians as being kind and caring.

The expectations of individuals include many factors such as the continuity of the service, the way of presentation, the competence of the person providing the service, and the power of communication during the treatment they receive. There are many factors such as supporting individuals, understanding them, answering their problems in an understandable way, being friendly, respectful and courteous, and being easily accessible by individuals in the evaluation of expectations for the practices of health professionals. The expectations of Generation Z from physicians in this study are similar to the literature [22].

- **Theme 5: What are your Expectations from Nurses?**

Person 1 (Male, 14 years old, Secondary school, Istanbul): “ The nurses checked in, prescribed medicines and showed me where the doctor was. They were very warm. There was no problem”

Person 2 (Female, 15 years old, High School, Istanbul): “ And they were very nice. In short, they were sincere. So there was no problem.

Person 3 (Male, 16 years old, High School, Istanbul): “ If they come once in a while and ask if you need anything, it depends on the hospital I go to and the nurse. Generally good”

Person 4 (Male, 17 years old, High School, Istanbul): “ I’ve never seen a nurse. “Good, good.

Person 5 (Male, 15 years old, High School, Istanbul): “ I don’t really expect much, but respect is enough. ”

Person 6 (Male, 17 years old, High School, Istanbul): “ Let it be like we see in foreign videos. They were nice and respectful. Some of them are cocky and pretentious. Others can be humane. ”

Person 7 (Male, 14 years old, High School, Istanbul): “ Do

exactly what the doctor asks. Must work fast and hygienically. They should have a strong one-to-one communication with their patients.”

Person 8 (Male, 16 years old, High School, Istanbul): “ Good.”

Person 9 (Male, 16 years old, High School, Istanbul): “ I want them to talk to me, to be friendly. I would like them to give more detailed information about the treatments”

Person 10 (Male, 17 years old, High School, Istanbul): “ They should be like doctors, smiling, tolerant, but they should not just do the treatment and leave, just in case I have psychological problems, they can talk a little bit. They should explain what they do in more detail.”

Person 11 (Female, 15 years old, High School, Istanbul): “ Let him be friendly and take care of them.”

Person 12 (Female, 14 years old, Secondary school, Istanbul): “ I want them to be friendly.”

Person 13 (Female, 16 years old, High School, Istanbul): “ I think nurses are very good, they keep their cool, they do all kinds of things, I like nurses. ”

Person 14 (Female, 17 years old, High School, Istanbul): “ The nurse must be friendly”

Person 15 (Female, 16 years old, High School, Istanbul): “ They should be friendly, they should be helpful, if someone is afraid, they should support the patient.”

Person 16 (Female, 16 years old, High School, Istanbul): “ The same with them. ”

Person 17 (Male, 15 years old, High School, Istanbul): “ They should take good care of their patients in the same bidet.”

Person 18 (Female, 11 years old, Secondary school, Istanbul): “ Let the nurse help her, she can take care of me, she should be kind, she should be smiling because when they are sad, they can spread it to everyone and everyone can have a bad day. ”

In the expectations of Generation Z from nurses, almost all of them expressed that they expected nurses to be friendly, to be respectful, to take care of them, to work quickly, hygienically, to receive good treatment, and to be kind.

It was determined that most of the women and men were similar to each other in expecting nurses to be friendly.

High school and middle school graduates expected nurses to take care of them in addition to being friendly.

Nurses are very important in the process of receiving effective treatment for individuals who apply to hospitals with health problems or other factors. The application of the most up-to-date treatment by nurses in line with the principles of professionalism, taking into account expectations, makes individuals feel valuable and thus facilitates the treatment process. In the treatment process, there are many factors such as being tolerant, being respectful, understanding the psychology of individuals, wanting attention, and wanting

to be informed about the treatment process. In line with the findings of this study, the responses of Generation Z to be friendly, expect attention and want to be informed from nurses are similar to the literature [23-28]

• **Theme 6: How do you expect to be Communicated with?**

Person 1 (Male, 14 years old, Secondary School, Istanbul): "It's a bit hot. To be cool, to come from the heart, to be natural."

Person 2 (Female, 15 years old, High School, Istanbul): "I want them to be comfortable. I don't want them to be shy. I just want them to be sincere. It was pretty good, in short."

Person 3 (Male, 16 years old, High School, Istanbul): "It is enough that they are friendly and sincere."

Person 4 (Male, 17 years old, High School, Istanbul): "It's enough for me if my work is done quickly. I think they should do their job and leave."

Person 5 (Male, 15 years old, High School, Istanbul): "Everyone should just do their own job."

Person 6 (Male, 17 years old, High School, Istanbul): "They just need to behave in a humane, beautiful, tolerant way."

Person 7 (Male, 14 years old, High School, Istanbul): "Respectful."

Person 8 (Male, 16 years old, High School, Istanbul): "The most important thing is to speak well. They must be friendly."

Person 9 (Male, 16 years old, High School, Istanbul): "I want them to be friendly."

Person 10 (Male, 17 years old, High School, Istanbul): "Empathise."

Person 11 (Female, 15 years old, High School, Istanbul): "Let them communicate according to my age."

Person 12 (Female, 14 years old, Secondary school, Istanbul): "I want them to be respectful."

Person 13 (Female, 16 years old, High School, Istanbul): "I just don't want them to be sullen, that's all I ask."

Person 14 (Female, 17 years old, High School, Istanbul): "He will give more detailed information, tolerant, friendly."

Person 15 (Female, 16 years old, High School, Istanbul): "Let them treat me like a friend, not like I'm sick."

Person 16 (Female, 16 years old, High School, Istanbul): "First of all, they should be respectful, then I can get enough information from them."

Person 17 (Male, 15 years old, High School, Istanbul): "Be respectful."

Person 18 (Female, 11 years old, Secondary school, Istanbul): "Sometimes you get confused when you ask questions, you know, they pout like that, I think they shouldn't do that either."

In the research, Generation Z stated that they expect to be natural, sincere, friendly, tolerant, empathise, communicate according to their age and be respectful while communicating with them. It was determined that most women and men expect to be friendly while communicating with them. It was

determined that high school and secondary school graduates expected a friendly communication with them. In order to provide a quality health service, in addition to the provision and use of the necessary resources, the effective provision of services, the communication of health professionals, accurate planning, implementation and many other factors. In the communication process that starts with individuals expressing themselves, there is an interaction that continues until the end of the treatment and this process supports the satisfaction with the service. It is similar to the literature that Generation Z expects to be communicated with them in a friendly, caring and respectful manner²⁹.

Conclusion

Based on the data obtained in this study, it can be said that health professionals cannot fully meet the expectations of Generation Z. Based on these results; Adopting the expectations of Generation Z to health professionals, In order to ensure the continuity of quality care, hospitals should be evaluated periodically on what Generation Z expects from health professionals and necessary training should be planned interactively according to the results, It is recommended that further research be conducted in order to recognise Generation Z closely and to understand in detail the reasons for the skipped steps in their expectations from health professionals.

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Conflict of Interest

There is no conflict of interest in this research.

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