|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GENERATIONAL CHARACTERISTICS | | | | | |
|  | **Builders** | **Boomers** | **Gen X** | **Gen Y** | **Gen Z** |
|  | **1927-45** | **1946-64**  **76 Million** | **1965-83**  **82 Million** | **1984-2002**  **95 Million** | **2002-2015**  **74 Million** |
| General Descriptor | Veterans, Silent Generation, Moral Authority, Forgotten Generation; Hold ¾ of American wealth; task oriented | Shockwave Generation, Baby Boomers; social changers; coined the terms “equal opportunity workplace” & “glass ceiling”; goal oriented | 13th Generation, Baby Busters; latch key kids; MTV Generation, independence-oriented | Millennials,  Gen Next, Echo Boomers, Gen Me, Gen We; described by “Just Do It” and “Live for Today”; socially-oriented, | Gen Tech, post-Millennials, iGeneration, and Gen Y-Fi |
| Life Shaping Events | . Ease in lifestyle from products such as cars, refrigeration, electricity, television; Great Depression; and World War II[[1]](#footnote-1) | . McCarthy era; civil rights and women’s movement; Cuban Missile Crisis; rise & assassination of John Kennedy, Robert Kennedy, Martin Luther King, Jr; space travel; Vietnam War; emergence of technology[[2]](#footnote-2) | . Watergate scandal; Iranian hostage crisis; energy crisis; Berlin Wall fall; and Operation Desert Storm  . First generation to become access personal computers – Apple IIe[[3]](#footnote-3) | . Great Recession (median net worth fell by nearly 45 percent)[[4]](#footnote-4)  . Advent of new century; 9/11; social media/online technologies[[5]](#footnote-5) | . Recession; global unrest; war on terrorism; legalization of same-gender marriage; homeland security issues, diversity, and financial struggles |
| Core Values | . Accept conformity, limitations and conformity  . Trust government; respect authority  . Focus on collective goals  . **Common values, ethics, morality**  **. Concerned about people; patient**  . **Financial values; savers**  **.** Loyal; sacrifice; dedication; duty  . Discipline; responsibility; stabilizing | .Optimistic about future contributions and possibilities  . Obsessed with health and wellness  . Ethics are determined individually  . Team oriented  . Work hard/driven to succeed  . Willing to go the extra mile  . Want to please  . Involved in family/community  . Service oriented | . Diversity  . Global Minded  . Shared values across cultural borders  . View global evens in real time[[6]](#footnote-6)  . Home/Work/Social Balance  . Techno literacy  . Fun  . Informal  . Self-reliant  . Search for the truth in theories and beliefs  . View significant global events in real time | . Optimistic, but skeptical  . Civic responsibility  . Confident  . Aim to excel  . Social  . Strong views on morality  . Focus on street knowledge  . Embrace diversity  . Inclusivity  . Freedom of self-expression  . Violence is used as a form of communication | . Realistic  . Transparent and open  . View themselves as global citizens as technology closed the geographical gap[[7]](#footnote-7) |
| Social Media Habits |  | . Digital immigrants who learned introduction of various media platforms  . Spend more time online than they do watching TV[[8]](#footnote-8)  . High use of television, radio, magazines, and newspaper  . 8% of Instagram users are 55 years old and older and share once a day[[9]](#footnote-9)  . 90% have a Facebook account—More users 65 and over than 13- to 17-year-olds[[10]](#footnote-10)  . 82% use at least one social media account with Facebook and LinkedIn at the forefront[[11]](#footnote-11)  . 16.5% between 55 and 64 years old use Twitter[[12]](#footnote-12)  . Facebook pages reach this generation as well as YouTube since they act on what they see rather than advertisements[[13]](#footnote-13) | . Understand and manipulate media for personal use  . Heavy media usage with 7 hours a week[[14]](#footnote-14)  . Female Gen Xers comprise 61% of Facebook users interacting about something TV-related[[15]](#footnote-15) on Facebook are female[[16]](#footnote-16) | . Digital pioneers who navigated social media, instant messaging, smart phones, and mobile devices[[17]](#footnote-17)  . Global minded from ready access to communication through social media[[18]](#footnote-18)  . Support workplace efficiency of digital communication like texting or instant.  . Bank though digital tools -- See banks as transactional | . Digital natives born into technological connectivity via mobile devices and tablets and on-demand access[[19]](#footnote-19)  . First mobile phone at age 10.3 years[[20]](#footnote-20)  . Highest connectivity with global peers among generations[[21]](#footnote-21)  . Need instant and constant connectivity to world events and make an impact on the world around them[[22]](#footnote-22)  . Hyper-connected to the world through media  . Prefer Snapchat to Facebook or Twitter for its non-permanency and security  . Smartphone preferred method of communication—highest users among generations with 41% spending at least 3 hours per day online via their mobile device [[23]](#footnote-23)  . Comfortable sharing thoughts, opinions, and life updates on social media  . Support workplace personalized digital communication such as Skype, FaceTime, Snapchat, IG Live  . Like online educational alternatives: on-demand or just-in-time learning solutions.—High on YouTube type tutorials for learning  . 95% use YouTube[[24]](#footnote-24)  . Bank through mobile device |
| Lifestyle | . Meaning of sacrifice  . Importance of loyalty  . Redefined roles  . Promoted equality  . Sought immediate gratification  . Manipulated rules to fit their situation | . They are self-centered, self- confident, want their own  . May put process ahead of outcome  . Not budget minded  . Peace makers- avoid conflict or going against peers  . Low tolerance for those who see things differently | . Easily adapt to change  . Independent  . Challenge authority  . Creative  . Impatient  . May have limited professional experience  . May have poor interpersonal skills  . May seem cynical or negative | . Close relationships with parents  . High expectations for recognition and rewards  . Approval seeking  . May not be budget minded  . Focus on brand | . Global minded drawing aspirations from all over the world[[25]](#footnote-25) |
| Marketing | . Continue to read magazines and news papers  . Appreciate coupons and discounts  . Rely on media and news reporting | . Relate to mature advertisements and companies  Justify purchasing behavior to match lifestyle preferences | .  Quality more important than brand  . Want direct & clear messages | . Will earn 46% of income in the U.S. by 2025[[26]](#footnote-26)  . Relate to media ads such as in online games, You tube videos, etc.  . Viral marketing  Trust the opinions of others when making purchasing decisions | . Prefer quick engagement across multiple platforms[[27]](#footnote-27)  . Experience and image-based social posts connect them to a brand and inspire them to buy it[[28]](#footnote-28)  . Need an emotional connection to the product that converts brand loyalty[[29]](#footnote-29)  . Like to be part of a movement and purchase more than a company it[[30]](#footnote-30)  . |
| Workplace Background | . Authority based on workplace and tenure  . Job security  . Loyalty to the Organization  . “Make due” with the situation  . Accept the organization’s philosophies and processes  . Earn their way up (pay dues)  . Focus on duty and responsibility | . Goal driven  . Work long hours and expect others to do the same  . Change Agents  . Do whatever it takes  . Aspire to reach new heights  . Focus on influence  . Workaholics | . Willing to voice their opinions regardless of retaliation  . Work for personal accomplishment and achievement  . Want to know “why they are doing this?”  . Focus on the whole  . May change jobs frequently | . Frequently job switch  . Multi-task  . Want to climb the corporate ladder right NOW—Do not want to stagnate  . Expect leaders to listen to their ideas and respect them  . Focus on immediacy  . Seek approval of managers and leaders  . 77% would like multiple roles at place of employment[[31]](#footnote-31)  . Enter workforce with high student loan debt | . 62% of anticipate challenges working with Baby Boomers and Generation X[[32]](#footnote-32)  . 5% anticipate challenges working with Millennials[[33]](#footnote-33)  . 77% expect to work harder than previous generations[[34]](#footnote-34) |
| Generational Learning Preferences | . Like to be taught  . Prefer lecture format  . Rote memorization  . Extensive study | . Prefer participation format, with open questioning  . More open to new learning approaches than previous generation  . Will pursue independent learning  . Like to be creative  . May put process ahead of outcome  . Like ice-breakers and introductions  . Know a lot and like to share  . Are sensitive to criticism  . Want time to practice new skills in the classroom  . Likes materials to be organized with headings and information below  . Like team/group activities  . Prefer power points  . Lecture, workshops  . Course-based learning  . Exploration | . Socratic method  . Questions & dissent encouraged  . Want all the information early on  . Want to know expectations prior to staring any project  . Do not appreciate rote or busy work  . Believe that respect for teachers is earned  . Do not tolerate teachers that ignore the use of technology in the classroom  . Relevance must be shared for every topic discussed  . Visual  . Want clarity in real world application  . No time wasters wasters  . Hands-on learning | . Electronic  . Tech saavy  . Hyper-Socratic method  . Active confrontation that leads to insight  . Collaborative  . Multitaskers  . Need supervision and structure  . Inexperienced  . Trouble with difficult people issues  . Very visual  . Kinesthetic (hands-on) learners  . Need lots of visual stimulation  . Humor helps  . Demands relevance  . Often know more than the teacher about some things  . Willing to help other students and instructor  . Need expectations spelled out | . Show both collaborative and individualistic tendencies  . 71% believe the phrase "If you want it done right, then do it yourself"[[35]](#footnote-35)  . Yet, Gen Z opt for collaborative arrangement of  . Generation Z will be more competitive with their colleagues and will harness a do-it-yourself mentality at work. In fact, 69 percent of Generation Z would rather have their own workspace than share it with someone else. |
| Instructional Adaptations | . Be sensitive and respectful of what they know  . Take care not to place them in a situation that creates discomfort in front of younger students  . Provide outside support via tutoring or enrichment sessions, but with sensitivity to their needs and emotions  . Connect learning to what they know and draw from their generational experiences  . Use their leadership abilities and maturity  . Remember that many still use older computers and software  . Add new instructional methods in gradually, keep some consistency with strategies  . Integrate familiar lectures and such with constructivist learning approaches | . Value their experience  . Challenge them to make a difference  . Show them how to excel/be a star  . Give lots of positive feedback | . Use bullet pointing and white space  . Share pertinent information first, upfront  . Share materials online  . Less is more when communicating  . Share clear, direct expectations at the beginning of the course  . Share what should be accomplished but not a plan as to how  . Professional humor is encouraged | . Be very specific  . Avoid criticism that may be taken personally  . Be collaborative, not directive  . Realize that students may not ask for help...or know how to  . Provide more than projects, by embedding interaction and collaborative learning  . Change pace every 20 minutes, for information synthesis  . Provide learner-centered, multisensory teaching strategies  . Create goal-setting measures  . Provide frequent, quality feedback |  |

Generational Characteristics (Paron & Jones, 2012; Paron, 2018)

1. Team CGK, “Moments That Shape a Generation,” April 18, 2017. https://genhq.com/moments-shape-generation/ [↑](#footnote-ref-1)
2. Team CGK, “Moments.” [↑](#footnote-ref-2)
3. Team CGK, “Moments” [↑](#footnote-ref-3)
4. Pew Charitable Trusts [↑](#footnote-ref-4)
5. Team CGK, “Moments” [↑](#footnote-ref-5)
6. Ryan Jenkins, “Generation Z Versus Millennials: The 8 Differences You Need to Know,” Inc., July 19, 2017. https://www.inc.com/ryan-jenkins/generation-z-vs-millennials-the-8-differences-you-.html. [↑](#footnote-ref-6)
7. Forbes Coaches Council, “Want To Capture Gen Z? Try These Eight Marketing Tips,” Forbes, April 16, 2018, https://www.forbes.com/sites/forbescoachescouncil/2018/08/16/want-to-capture-gen-z-try-these-eight-marketing-tips/#1cae7a015d00 [↑](#footnote-ref-7)
8. Irfan Jafrey, “Social Media Matters For Baby Boomers,” *Forbes*, March 6, 2018 https://www.forbes.com/sites/forbestechcouncil/2018/03/06/social-media-matters-for-baby-boomers/#69b399844425, [↑](#footnote-ref-8)
9. Jafrey, “Social Media Matters For Baby Boomers” [↑](#footnote-ref-9)
10. Ibid. [↑](#footnote-ref-10)
11. Jafrey, “Social Media Matters For Baby Boomers” [↑](#footnote-ref-11)
12. Statistics Portal, *Distribution of Twitter Users in the United States as of December 2016, by age Group,* 2018, https://www.statista.com/statistics/192703/age-distribution-of-users-on-twitter-in-the-united-states/ [↑](#footnote-ref-12)
13. Jafrey, “Social Media Matters For Baby Boomers” [↑](#footnote-ref-13)
14. Sean Casey, “2016 Nielson Social Media Report,” *N Insights*, January 17, 2017, https://www.nielsen.com/us/en/insights/reports/2017/2016-nielsen-social-media-report.html [↑](#footnote-ref-14)
15. Casey, “2016 Nielson Social Media Report [↑](#footnote-ref-15)
16. Ibid. [↑](#footnote-ref-16)
17. Jenkins, “Generation Z Versus Millennials” [↑](#footnote-ref-17)
18. Ibid. [↑](#footnote-ref-18)
19. Ibid [↑](#footnote-ref-19)
20. Kasasa, “Alphabet Soup: Boomers, Gen X, Gen Y, and Gen Z Explained,” May 16, 2018, https://communityrising.kasasa.com/gen-x-gen-y-gen-z/ [↑](#footnote-ref-20)
21. Ibid. [↑](#footnote-ref-21)
22. Team CGK, “Moments” [↑](#footnote-ref-22)
23. Kasasa, “Alphabet Soup” [↑](#footnote-ref-23)
24. ProChurch. *Timeless Message, Timely Mediums Tools*, https://prochurchtools.com/ [↑](#footnote-ref-24)
25. Matt Kleinshmit, “Generation Z characteristics: 5 Infographics on the Gen Z Lifestyle,” *VisionCritical*, 2018, https://www.visioncritical.com/generation-z-infographics/ [↑](#footnote-ref-25)
26. Javelin Strategy & Research, “The Three Costliest Myths About Gen Y,” May 2014 [↑](#footnote-ref-26)
27. Forbes Coaches Council, “Want To Capture Gen Z?” [↑](#footnote-ref-27)
28. Ibid. [↑](#footnote-ref-28)
29. Ibid. [↑](#footnote-ref-29)
30. Ibid. [↑](#footnote-ref-30)
31. Jenkins, “Generation Z Versus Millennials.” [↑](#footnote-ref-31)
32. Jenkins, “Generation Z Versus Millennials.” [↑](#footnote-ref-32)
33. Ibid. [↑](#footnote-ref-33)
34. Ibid. [↑](#footnote-ref-34)
35. Ibid. [↑](#footnote-ref-35)