|  |
| --- |
| 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 companiesJustify 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 marketingTrust 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)