

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	13 th 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	. 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	. Watergate scandal; Iranian hostage crisis; energy crisis; Berlin Wall fall; and Operation Desert Storm . First generation to become access personal computers – Apple IIe ³	. Great Recession (median net worth fell by nearly 45 percent) ⁴ . Advent of new century; 9/11; social media/online technologies 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	. 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	. Diversity . Global Minded . Shared values across cultural borders . View global events in real time ⁶ . Home/Work/Social Balance . Techno literacy . Fun . Informal . Self-reliant	. Optimistic, but skeptical . Civic responsibility . Confident . Aim to excel . Social . Strong views on morality . Focus on street knowledge . Embrace diversity . Inclusivity	. Realistic . Transparent and open . View themselves as global citizens as technology closed the geographical gap ⁷

¹ Team CGK, "Moments That Shape a Generation," April 18, 2017. <https://genhq.com/moments-shape-generation/>

² Team CGK, "Moments."

	<ul style="list-style-type: none"> . Financial values; savers . Loyal; sacrifice; dedication; duty . Discipline; responsibility; stabilizing 	<ul style="list-style-type: none"> . Want to please . Involved in family/community . Service oriented 	<ul style="list-style-type: none"> . Search for the truth in theories and beliefs . View significant global events in real time 	<ul style="list-style-type: none"> . Freedom of self-expression . Violence is used as a form of communication 	
Social Media Habits		<ul style="list-style-type: none"> . Digital immigrants who learned introduction of various media platforms . Spend more time online than they do watching TV⁸ . High use of television, radio, magazines, and newspaper 	<ul style="list-style-type: none"> . Understand and manipulate media for personal use . Heavy media usage with 7 hours a week¹⁴ . Female Gen Xers comprise 61% of Facebook users interacting about something TV- 	<ul style="list-style-type: none"> . Digital pioneers who navigated social media, instant messaging, smart phones, and mobile devices¹⁷ . Global minded from ready access to communication through social media¹⁸ . Support workplace efficiency of digital 	<ul style="list-style-type: none"> . Digital natives born into technological connectivity via mobile devices and tablets and on-demand access¹⁹ . First mobile phone at age 10.3 years²⁰

³ Team CGK, "Moments"

⁴ Pew Charitable Trusts

⁵ Team CGK, "Moments"

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>.

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>

⁸⁸ 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>,

¹⁴ Sean Casey, "2016 Nielsen Social Media Report," *N Insights*, January 17, 2017, <https://www.nielsen.com/us/en/insights/reports/2017/2016-nielsen-social-media-report.html>

¹⁷ Jenkins, "Generation Z Versus Millennials"

¹⁸ Ibid.

¹⁹ Ibid

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/>

		<ul style="list-style-type: none"> . 8% of Instagram users are 55 years old and older and share once a day⁹ . 90% have a Facebook account—More users 65 and over than 13- to 17-year-olds¹⁰ . 82% use at least one social media account with Facebook and LinkedIn at the forefront¹¹ . 16.5% between 55 and 64 years old use Twitter¹² . Facebook pages reach this generation as well as YouTube since they act on what they see rather than advertisements¹³ 	related ¹⁵ on Facebook are female ¹⁶	<p>communication like texting or instant.</p> <ul style="list-style-type: none"> . Bank though digital tools -- See banks as transactional 	<ul style="list-style-type: none"> . Highest connectivity with global peers among generations²¹ . Need instant and constant connectivity to world events and make an impact on the world around them²² . 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
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⁹ Jafrey, "Social Media Matters For Baby Boomers"

¹⁰ Ibid.

¹¹ Jafrey, "Social Media Matters For Baby Boomers"

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/>

¹³ Jafrey, "Social Media Matters For Baby Boomers"

¹⁵ Casey, "2016 Nielson Social Media Report"

¹⁶ Ibid.

²¹ Ibid.

²² Team CGK, "Moments"

					<p>hours per day online via their mobile device²³</p> <ul style="list-style-type: none"> . 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 YouTube²⁴ . Bank through mobile device
Lifestyle	<ul style="list-style-type: none"> . Meaning of sacrifice . Importance of loyalty . Redefined roles . Promoted equality 	<ul style="list-style-type: none"> . They are self-centered, self-confident, want their own 	<ul style="list-style-type: none"> . Easily adapt to change . Independent . Challenge authority 	<ul style="list-style-type: none"> . Close relationships with parents 	<ul style="list-style-type: none"> . Global minded drawing aspirations from all over the world²⁵

²³ Kasasa, "Alphabet Soup"

²⁴ ProChurch. *Timeless Message, Timely Mediums Tools*, <https://prochurchtools.com/>

²⁵ Matt Kleinshmit, "Generation Z characteristics: 5 Infographics on the Gen Z Lifestyle," *VisionCritical*, 2018, <https://www.visioncritical.com/generation-z-infographics/>

	<ul style="list-style-type: none"> . Sought immediate gratification . Manipulated rules to fit their situation 	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . Creative . Impatient . May have limited professional experience . May have poor interpersonal skills . May seem cynical or negative 	<ul style="list-style-type: none"> . High expectations for recognition and rewards . Approval seeking . May not be budget minded . Focus on brand 	
Marketing	<ul style="list-style-type: none"> . Continue to read magazines and news papers . Appreciate coupons and discounts . Rely on media and news reporting 	<ul style="list-style-type: none"> . Relate to mature advertisements and companies . Justify purchasing behavior to match lifestyle preferences 	<ul style="list-style-type: none"> . Quality more important than brand . Want direct & clear messages 	<ul style="list-style-type: none"> . Will earn 46% of income in the U.S. by 2025²⁶ . Relate to media ads such as in online games, You tube videos, etc. . Viral marketing . Trust the opinions of others when making purchasing decisions 	<ul style="list-style-type: none"> . Prefer quick engagement across multiple platforms²⁷ . Experience and image-based social posts connect them to a brand and inspire them to buy it²⁸ . Need an emotional connection to the product that converts brand loyalty²⁹ . Like to be part of a movement and purchase more than a company it³⁰
Workplace Background	<ul style="list-style-type: none"> . Authority based on workplace and tenure . Job security 	<ul style="list-style-type: none"> . Goal driven 	<ul style="list-style-type: none"> . Willing to voice their opinions regardless of retaliation 	<ul style="list-style-type: none"> . Frequently job switch . Multi-task 	<ul style="list-style-type: none"> . 62% of anticipate challenges working

²⁶ Javelin Strategy & Research, "The Three Costliest Myths About Gen Y," May 2014

²⁷ Forbes Coaches Council, "Want To Capture Gen Z?"

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . Work for personal accomplishment and achievement . Want to know "why they are doing this?" . Focus on the whole . May change jobs frequently 	<ul style="list-style-type: none"> . 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 employment³¹ . Enter workforce with high student loan debt 	<ul style="list-style-type: none"> with Baby Boomers and Generation X³² . 5% anticipate challenges working with Millennials³³ . 77% expect to work harder than previous generations³⁴
Generational Learning Preferences	<ul style="list-style-type: none"> . Like to be taught . Prefer lecture format . Rote memorization . Extensive study 	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . Socratic method . Questions & dissent encouraged . Want all the information early on . Want to know expectations prior to starting 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 	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . Show both collaborative and individualistic tendencies . 71% believe the phrase "If you want it done right, then do it yourself"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

³¹ Jenkins, "Generation Z Versus Millennials."

³² Jenkins, "Generation Z Versus Millennials."

³³ Ibid.

³⁴ Ibid.

³⁵ Ibid.

		<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . Relevance must be shared for every topic discussed . Visual . Want clarity in real world application . No time wasters . Hands-on learning 	<ul style="list-style-type: none"> . 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 	<p>work. In fact, 69 percent of Generation Z would rather have their own workspace than share it with someone else.</p>
<p>Instructional Adaptations</p>	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . Value their experience . Challenge them to make a difference . Show them how to excel/be a star . Give lots of positive feedback 	<ul style="list-style-type: none"> . 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 	<ul style="list-style-type: none"> . 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 	

	<p>computers and software</p> <ul style="list-style-type: none">. Add new instructional methods in gradually, keep some consistency with strategies. Integrate familiar lectures and such with constructivist learning approaches			<ul style="list-style-type: none">. Provide frequent, quality feedback	
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Generational Characteristics (Paron & Jones, 2012; Paron, 2018)