

The Generation Gap and Technology



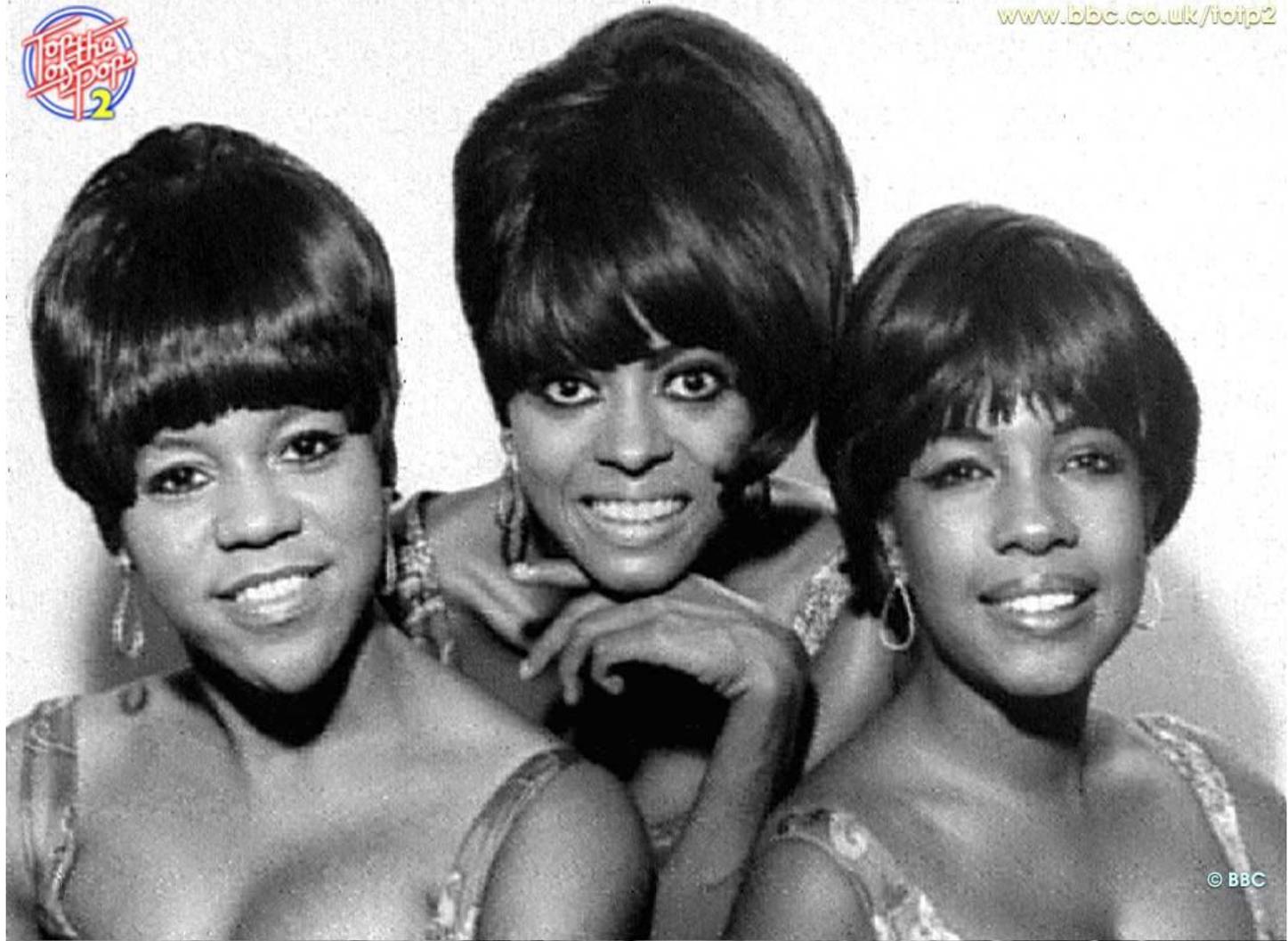
AIIC Conference
*“Embracing Change and The
Digital World”*
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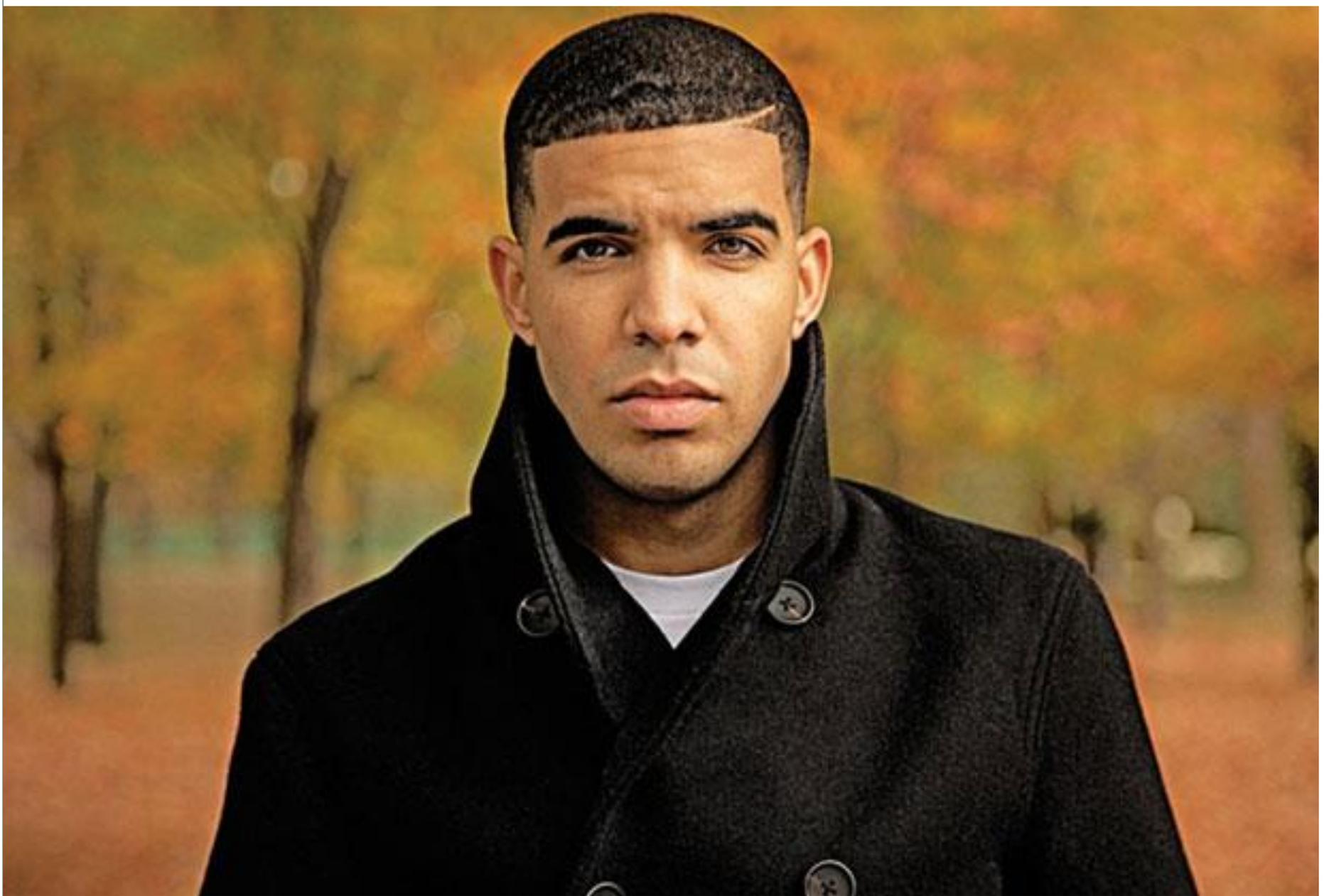










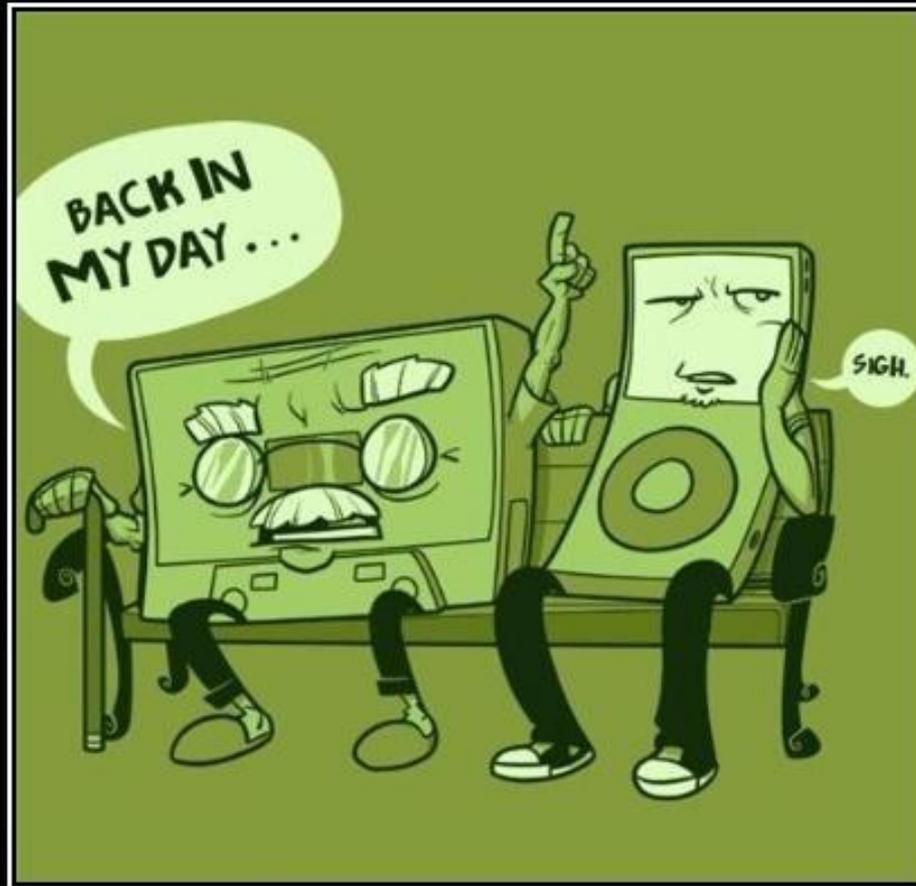








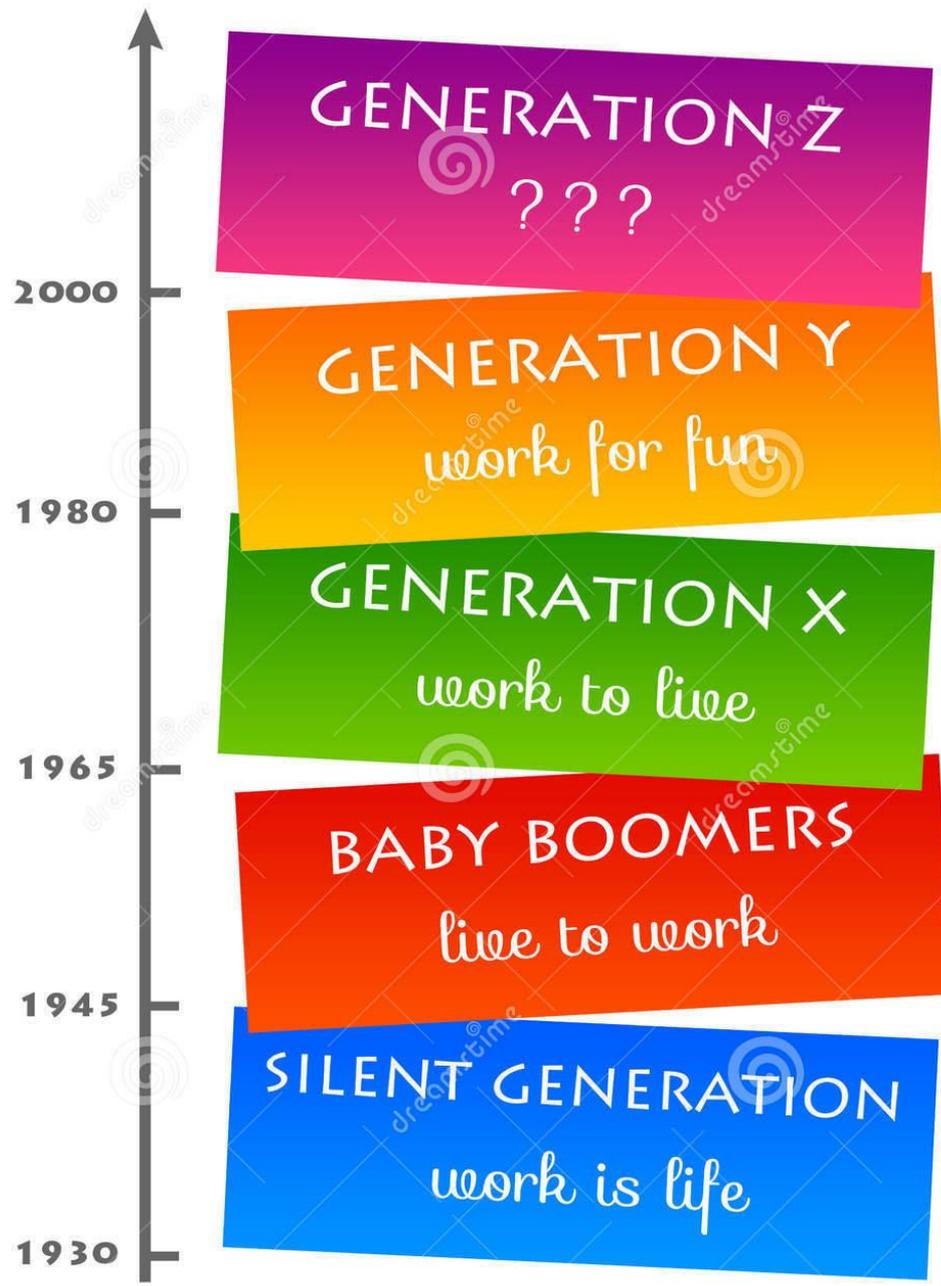




GENERATIONAL DIFFERENCES

From Four-Track to Four-Gig

VERY DEMOTIVATIONAL.com



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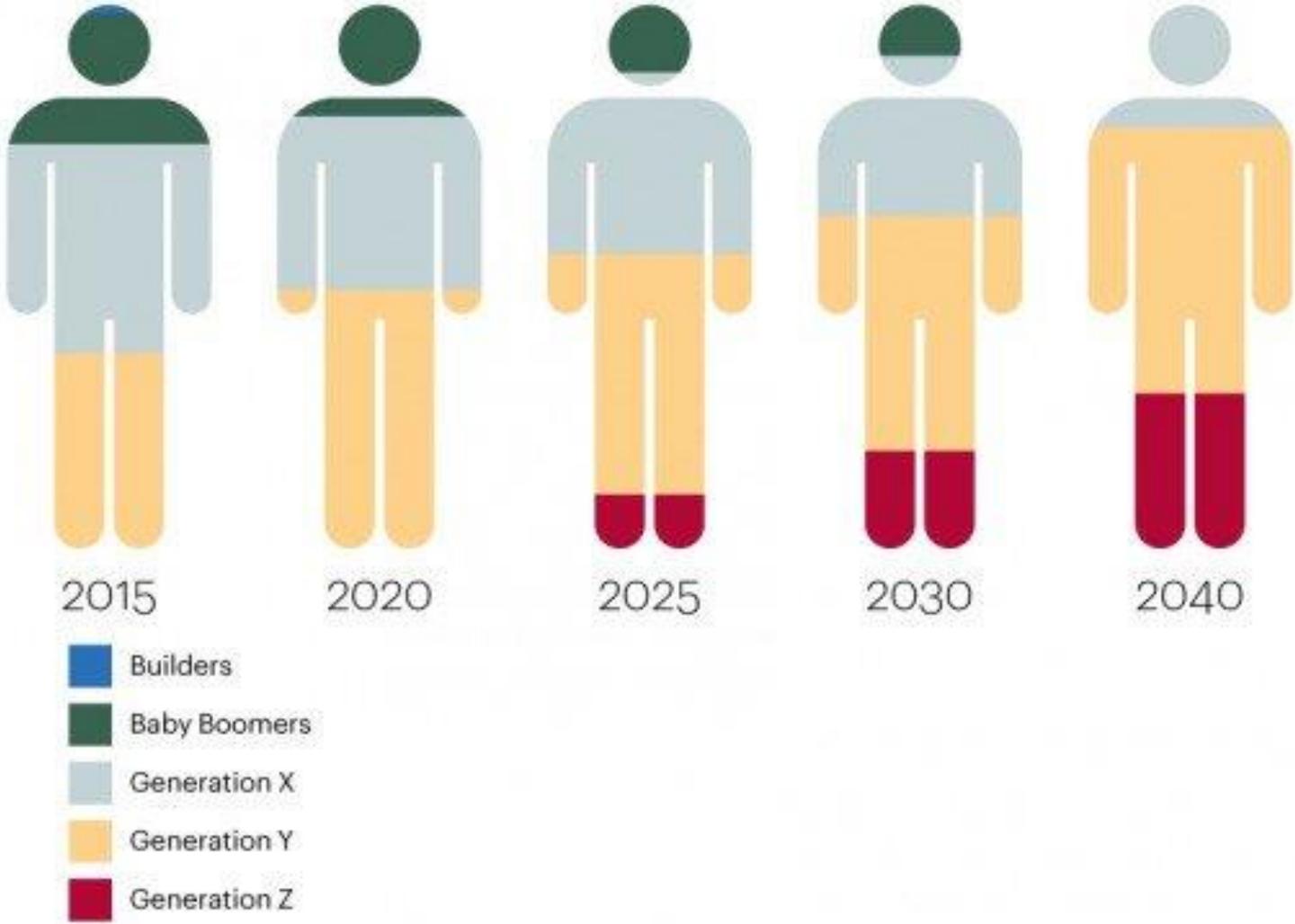


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Alain Lacroix | Dreamstime.com

Millennials will comprise the majority of the workforce by 2025



Generations



- A society-wide peer group, born over approximately 20 years, who collectively possess a common persona.
- They have experienced similar life situations, share comparable views and attitudes, and can be differentiated from other generations.
- Events and conditions experienced during our formative years help define how we view the world.
- “Experienced” includes historical events, developments in science and technology, and cultural trends like parenting styles.

HIGH SCHOOL SWEETHEARTS IN "THE BIG STEP"

LET'S GET
MARRIED FIRST



1950s

LET'S GET
STONED FIRST



1970s

LET'S GET
TESTED FIRST



1990s

Generations



To understand adults.....examine their childhoods
(about age 10)

- Shared significant experiences
- Parenting styles
- Key messages
- Cultural norms and behaviors
- Trends and fads
- Social values, structures
- Roles and responsibilities

Generations



What drives generational change?

- Parenting trends
- Technology
- Life Span – we are living twice as long as we used to & therefore have to work longer

Traditionalists/Veterans



Born between 1929 and 1945: **73 to 89 years old**

- The world at the time of their youth was all about war and the Great Depression.
- Radio was still an emerging technology
- Cautious, plan for the future.
- *“You obey those above you – without question”*

Key Veteran values:

“You have to earn what you get.”



Traditionalists/Veterans



Technologies

- Radio
- Television
- Fax Machine

Key Attributes

- Loyal
- Committed
- Trusting
- Respectful
- Team-oriented
- Dutiful, sacrificing
- Disciplined

Boomers



Born between 1946 and 1964: **54 to 72 years of age.**

- Teen culture, social upheaval, the Vietnam war, Watergate and recession.
- Television was the emerging technology – first black and white, and then color.
- Optimistic
- Selfish
- Rebellious

Key Boomer values:

You can have it all if you work hard enough



Boomers



Technologies

- Radio
- Television
- Fax Machine

Key Attributes

- Competitive
- Ambitious
- Optimistic
- Idealistic
- Trendsetters
- Value long work hours
- Politically savvy
- “Me”

Generation X



- Born between 1965 and 1976: **42 to 53 years of age.**
- Defined by materialism, technology and two-parent incomes
- Rapid advancement of technology
- Latch-key kids
- Life should be enjoyed to the fullest
- Quick to leave and find other opportunities
- Dual income families

Key Gen X values:

“I am owed something!”



Generation X (Latchkey Kids)



Technologies

- Computers
- Cell phones
- Internet

Key Attributes

- Skeptical
- Independent
- Fast-paced
- Expect to be entertained
- Value leisure time
- Willing to move

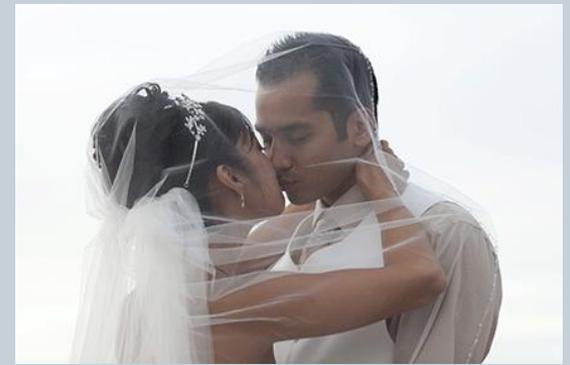
Millennials (Gen Y)



- Born between 1977 and 1995: **23 to 41 years of age**
- Downsizing, diversity, 9/11 and terrorism
- World Wide Web, “connected, 24/7
- Strongly materialistic
- Coddled/Protected since birth
- They got a trophy for coming in 8th place

Gen Y values:

*Making a difference in
the world and
respecting diversity.*



Millennials (Gen Y)



Parenting

- Attached to parents
- Focus is children/family
- Fiercely independent
- Parents are advocates
- Parents tell them you can do anything you want

Key Attributes

- Trusting, open, honest
- Entitled, pampered
- Confident
- Connected
- Oblivious to boundaries
- Comfortable with diversity
- Balanced
- Naturally “techy”
- You’re perfect

Generational Differences and the Technologies They Use



- We are living in a time of incredible technological changes.
- Technologies that took dozens of years to become mainstream, now emerge within a period of 3-5 years.
- New technologies seem to appear from nowhere and take over our lives.
- Each generation has approached technology and life quite differently.

Generational Differences and the Technologies They Use



VETERANS

- Raised without what we would call modern technology
- Consider it foreign – had to learn a whole new language and skill late in their careers.

BOOMERS

- Formed the first technological generation with computers on the horizon.
- Learned technology after their schooling and prefer face-to-face process-oriented meetings

Generational Differences and the Technologies They Use



GEN X

- First to be computer literate
- Results oriented and since they grew up with technology, prefer electronic communication.
- While BOOMERS like routines; Xers like spontaneity

Generational Differences and the Technologies They Use



GEN Y

- Cut their teeth on computers, video games and the Internet
- Average age started to use computers 2-3 yrs.
- Sent their first email before entering kindergarten
- Live on instant messaging and this is the number one form of communication with friends.
- Multi-task – can talk to at least 3 people at once on IM plus doing several other tasks at the same time
- Get bored easily
- Change jobs and careers often.

Generational Differences and the Technologies They Use



- When **BOOMERS** get a new gadget their first step is to read the manual.
- The younger generations just start hooking up wires and pressing buttons.
- Manuals? They are for “old folks”

Generational Differences and the Technologies They Use



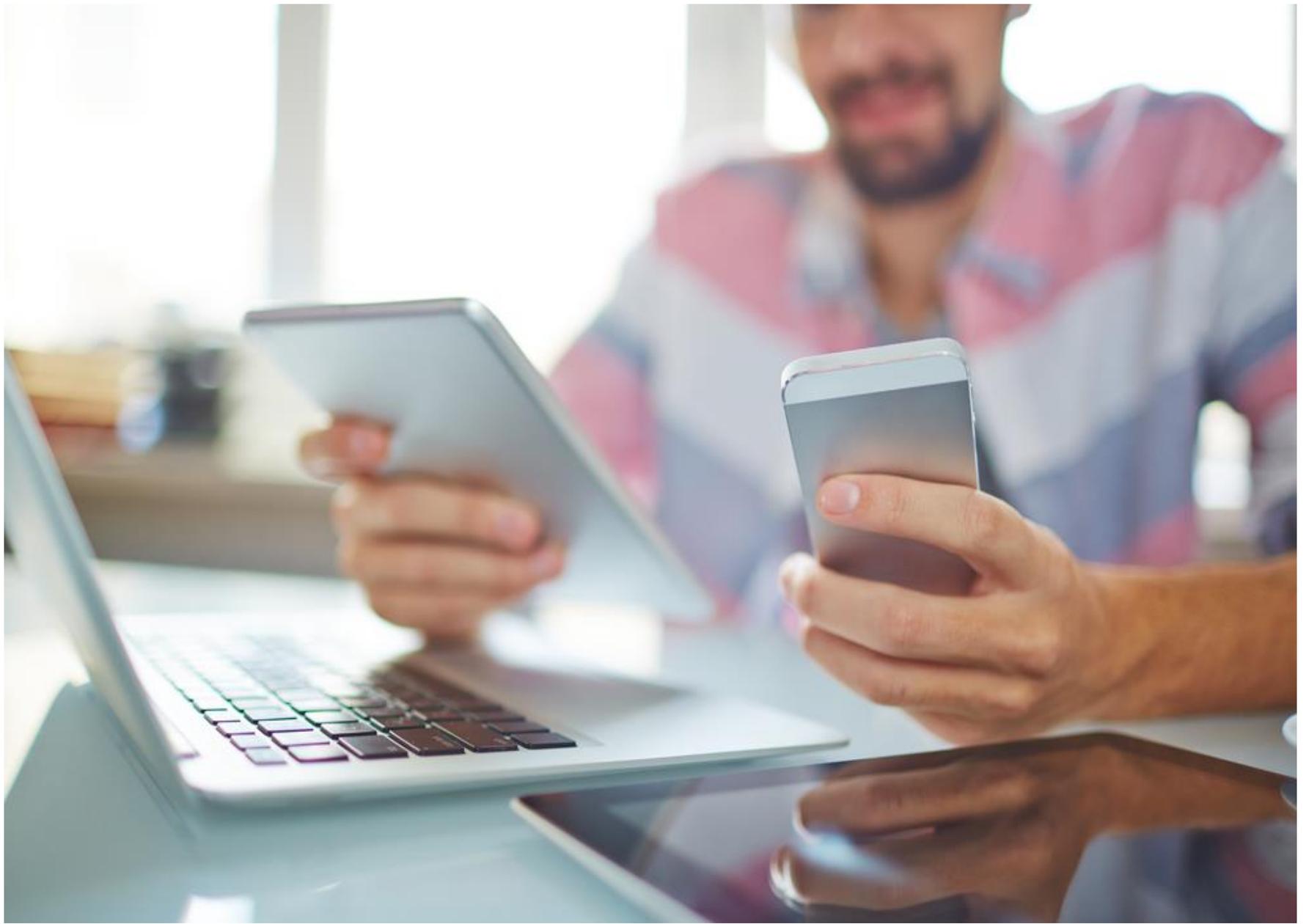
BOOMERS vs. GEN X

- Differ in the way they use technology, the questions they ask and the choices they make.
- Navigate the web in a different way.
- Time holds a very different meaning for each
- Gen Xers have little tolerance for time-intensive activities and feel strongly that meetings are a waste of time.

Generational Differences and the Technologies They Use



- **Traditionalists/Boomers** are accustomed to face-to-face and telephone communications.
- **Gen X** still use those methods, but to a lesser degree. Email is the standard.
- **Millennials** find email archaic –prefer text messages on cell phones and instant messaging.
- When members of the older generations see a young employee texting or instant messaging, they are tempted to say it is a waste of company time
- Iphones and other mobile devices seen as a necessary part of life by young workers.



Generational Differences and the Technologies They Use



- Millennials have grown up “connected” at all times
- They view technology as a critical part of their life and work
- Accustomed to organizing events through social networking sites – Facebook, Twitter, LinkedIn and Instagram.
- They embrace new technologies for socializing and working, and adapt quickly.
- Millennials tend to share a lot....a whole lot more.
- Technology has changed the way we live.
- Make sure you are aware of the vast differences in how each generation approaches it and uses it!

Millennials (Gen Y)

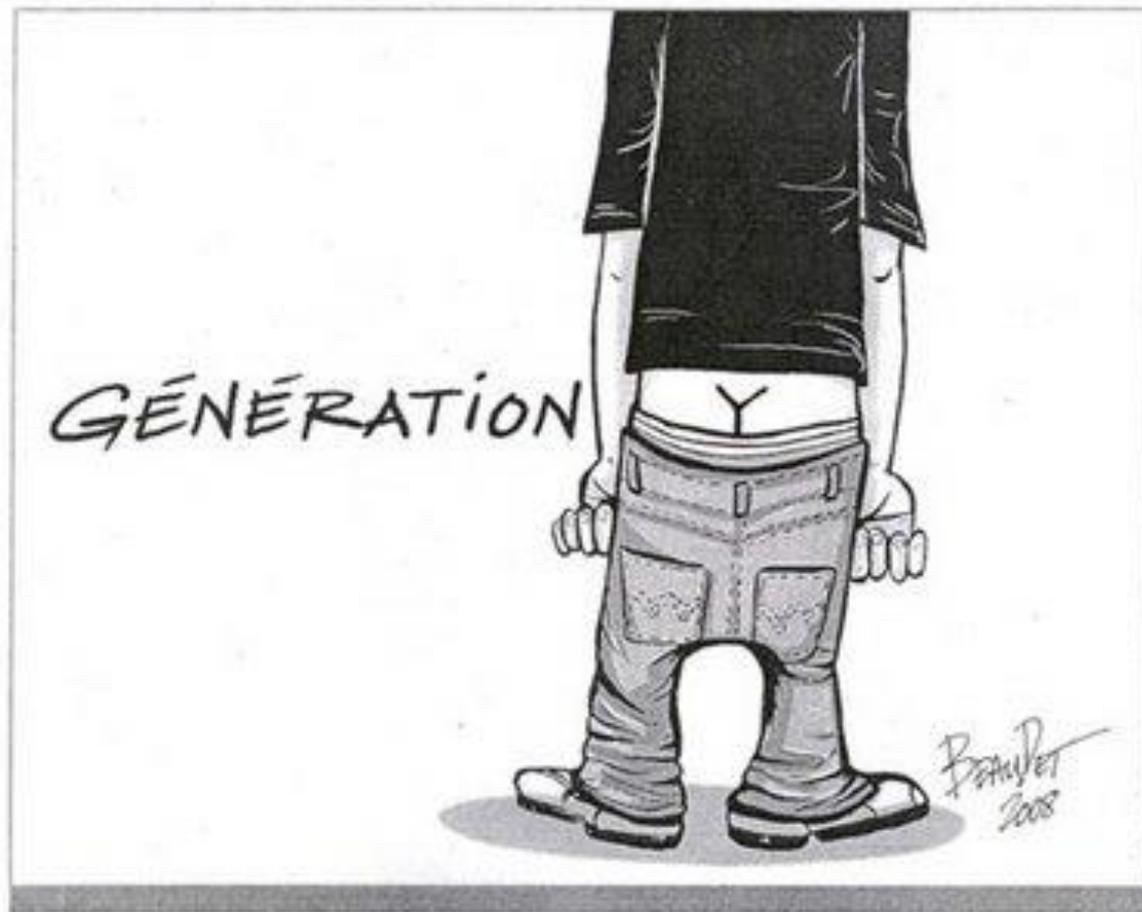


- Think it is somewhat, very or extremely important that their child's name is unique –
 - Darrenique (Darren/Monique)
 - Charlecia (Charles/Alicia)
 - Bertradette (Bertram/Claudette)

GenY



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Thank You

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