

- C I D L V -

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Workshop 3 : Generational Profiling?

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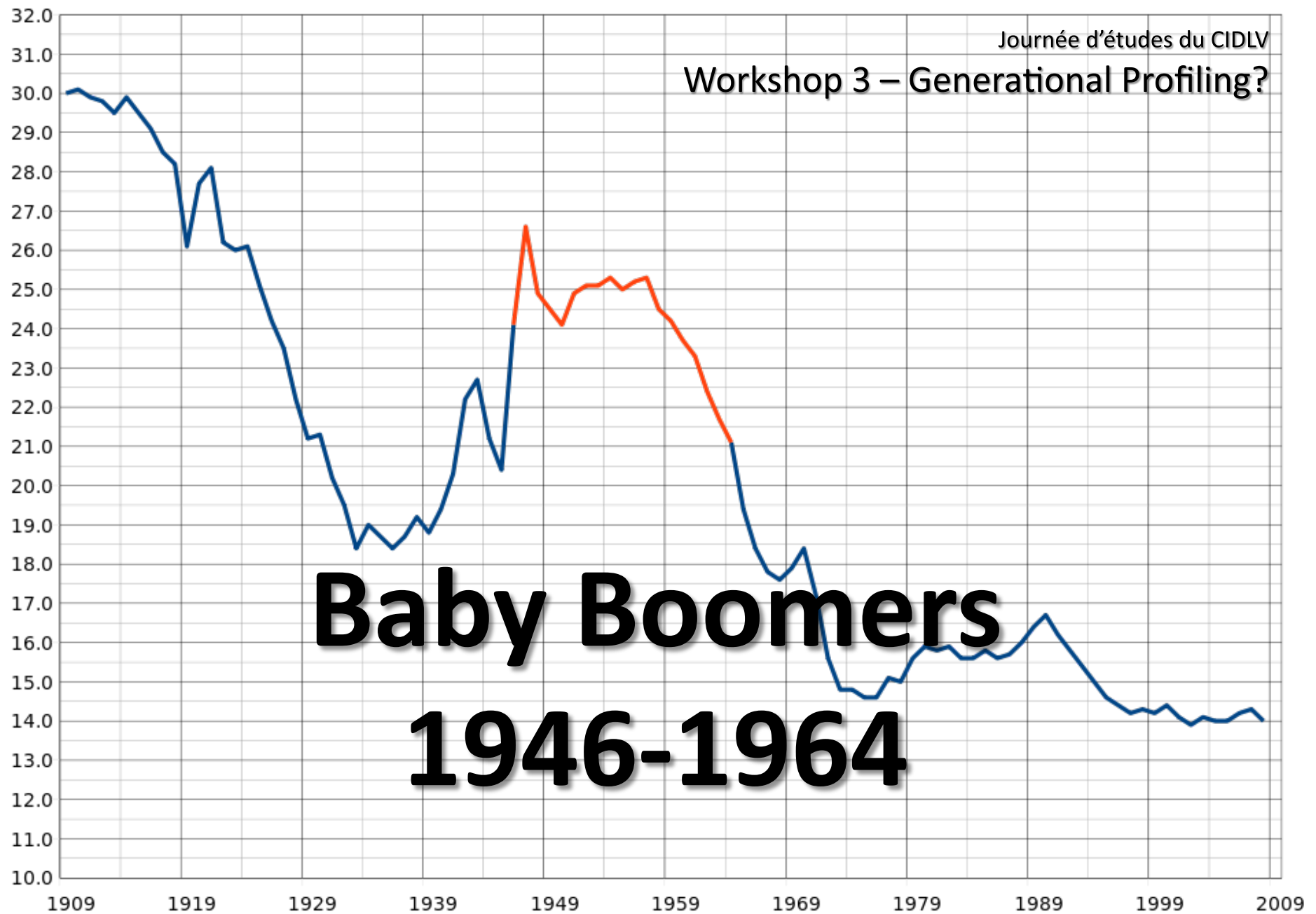
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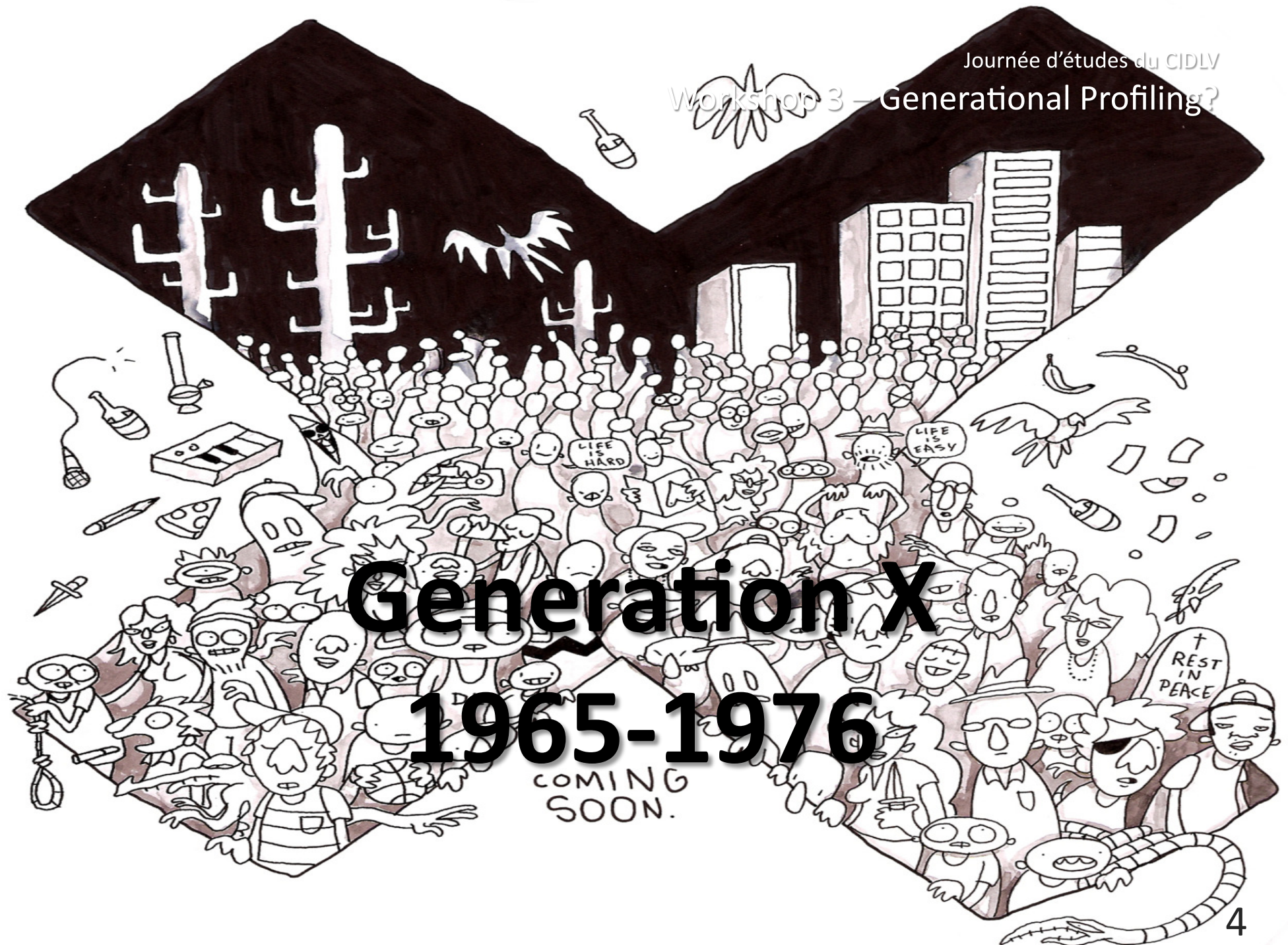
Workshop 3 – Generational Profiling?

Once upon a time...



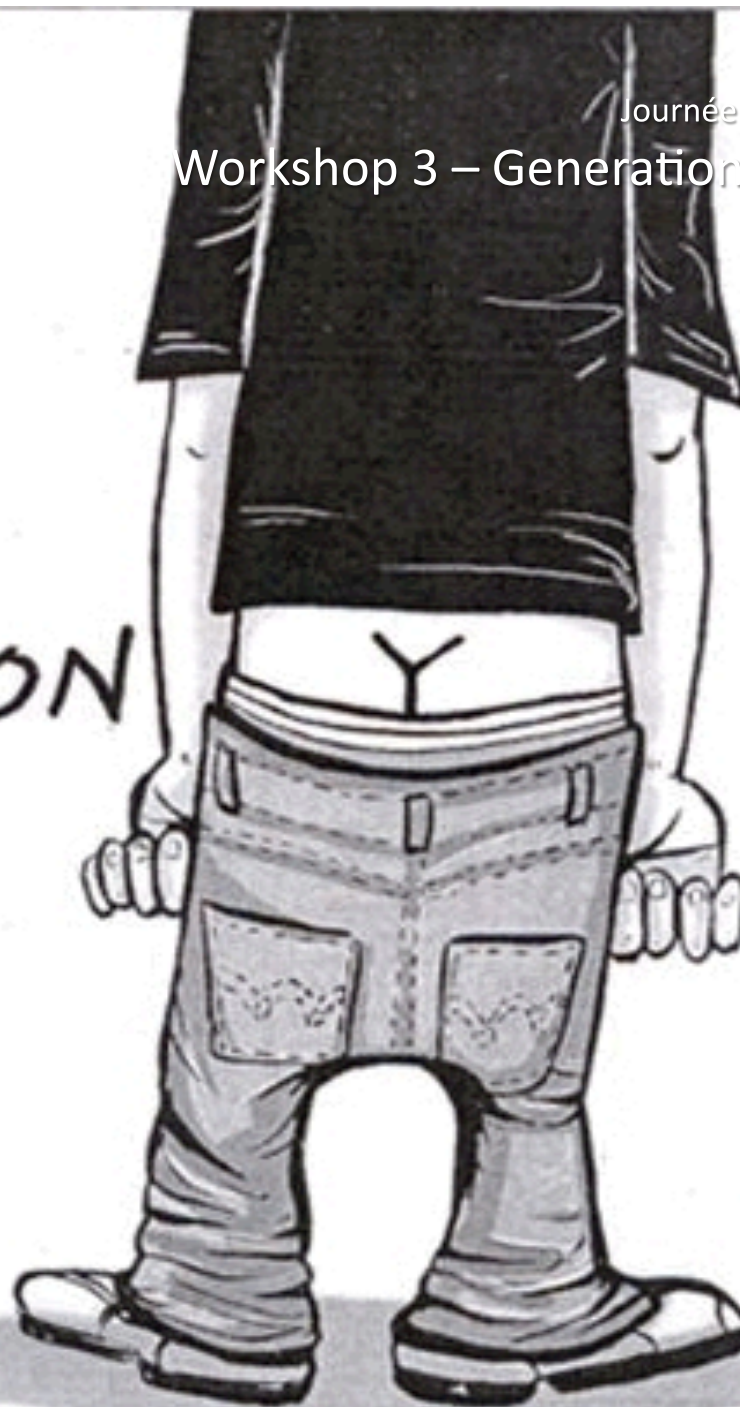
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GÉNÉRATION

1977-1994



Brauer
2008

The Millennial TAKEOVER

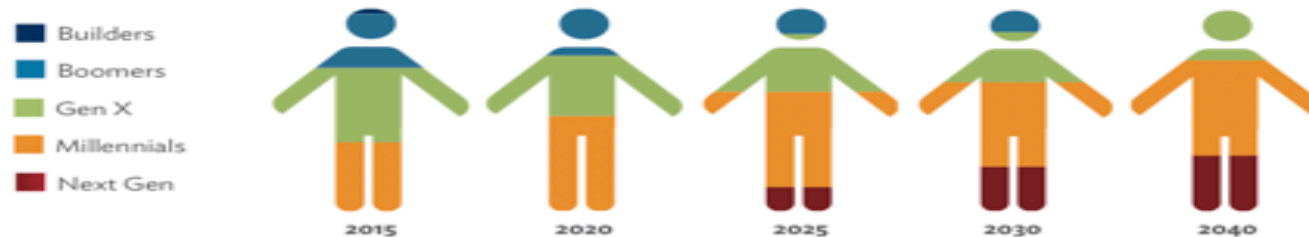
Millennials (twenty-somethings) are starting to have a major impact in the workplace. By the year 2020, they could be the largest generation in the workforce, even with many Baby Boomers delaying retirement.

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World Population by Generation

Worldwide and in the U.S., Millennials are the largest generation yet – some 2.3 billion strong (U.S. Census Bureau)



Filling Boomer's Shoes

Even though many Baby Boomers have delayed retirement, many are beginning to leave the workforce and are taking their knowledge and expertise with them – leaving a gap that can only be filled by Millennials.



Millennial Attrition Costs

Replacement costs of Millennials due to turnover

Millennials are more likely to job-hop than previous generations. Some estimates show turnover rates for Millennials at nearly 2 times that of older workers. For an organization with 1,000 employees, the additional cost of replacing Millennials is over \$300,000 on average annually. These costs add up and can quickly grow to millions of dollars for larger organizations who don't improve employee retention among younger workers.

Millennials 1995-?




Millennials at Work

Younger employees have different expectations and opinions about their work.





Aka: Digital Natives?



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Generations hand-in-hand?

Discussion Forum:

*A Sceptical Look at the
Relevance and Utility of
Generational Profiling*

Discussion Forum

Generational classifications:

- **To what extent are they...**
 - **Academically sound?**
 - **Stable?**
 - **Universal?**
 - **Relevant?**
 - **Significant?**

Discussion Forum

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Generational Profiling

- **Academically sound?**
 - **A loaded term...**
 - **Anecdotes, clichés and stereotypes**
 - **Reductive?**
 - **Unrepresentative of diversity?**
 - **Marketing & advertising**
 - **Human Resources**
 - **Utilitarian approach?**

Generational Profiling

- Academically sound?
 - Sociology & psychology
 - Narrative approach?
 - Descriptive
 - Prescriptive / deterministic?
 - Self-fulfilling prophecy?
 - Reflexivity
 - One generation looking at another



Mind Your X's and Y's – Back cover Blurb

“Ignore the title, designed to keep the contents herein a secret, and grab this book right away. It's a revelation. You'll quickly get up to speed on what been going on behind your back... an entire generation is playing by new rules, and they're prepare to live their entire lives without you—unless you get with the program.”

Seth GODIN, author of Small Is the New Big

LISA JOHNSON
Coauthor of Don't Think Pink

Discussion Forum

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Generational Profiling

● Stable?

● Shifting classifications

● War / Silent / G.I. Generation

● Baby Boomers

● Generation X / Y

● Generation Y / Millennials

● Millennials / Digital Natives

Generation Name*	Birth Years, Ages in 2009	% of total adult population	% of internet-using population
Gen Y (Millennials)	Born 1977-1990, Ages 18-32	26%	30%
Gen X	Born 1965-1976, Ages 33-44	20%	23%
Younger Boomers	Born 1955-1964, Ages 45-54	20%	22%
Older Boomers	Born 1946-1954, Ages 55-63	13%	13%
Silent Generation	Born 1927-1945, Ages 64-72	9%	7%
G.I. Generation	Born -1936, Age 73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is $\pm 2\%$. N=1,650 total internet users, and margin of error is $\pm 3\%$.

*All generation labels used in this report, with the exception of Younger - and Older - Boomers, are the names conventionalized by Howe and Strauss's book, *Generations*: Strauss, William & Howe, Neil. *Generations: The Life Cycle, 1840-1990*. New York: Basic Books, 1992. As for Younger Boomers and Older Boomers, enough research has been done to suggest that the two decades of Baby Boomers are different enough to merit being divided into distinct generational groups.

***“What's in a name?
That which we call a rose
By any other name
would smell as sweet...”***

William Shakespeare, *Romeo & Juliet*

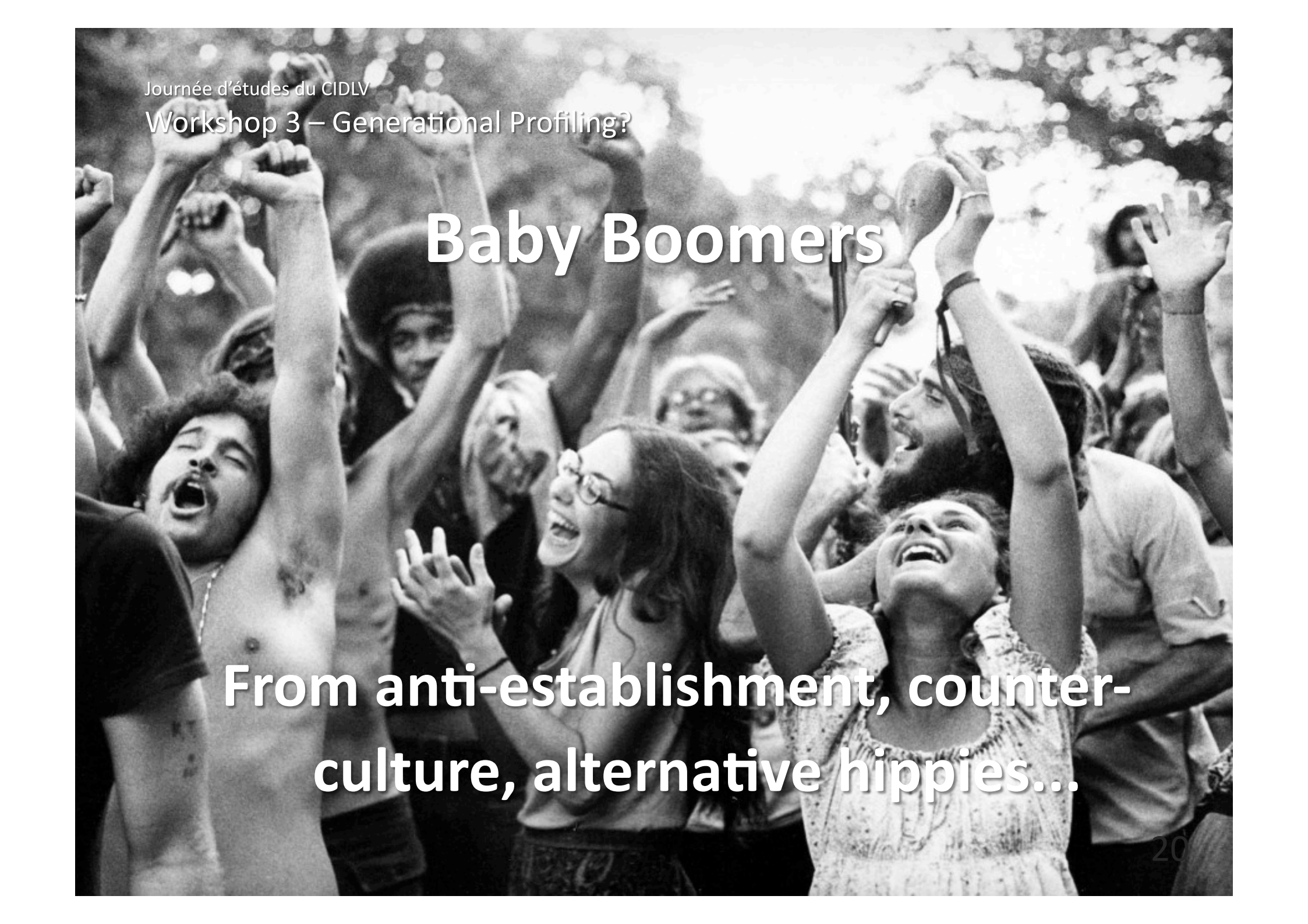
Generational Profiling

- **Stable?**
- **Shifting defining characteristics**
- **Baby Boomers**
- **Demographics & economics**
- **Generation X / Y**
- **Political, economic & societal issues**
- **Millennials / Digital Natives**
- **Technology & social behaviour**

Forrest Gump

Generational Profiling

- **Stable?**
 - **Arbitrary and diverse time spans**
 - **Baby boomers = 18 years**
 - **Generation X = 12 years**
 - **Generation or age/“life stage”?**
 - **Case Study: Baby Boomers**



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Baby Boomers

From anti-establishment, counter-culture, alternative hippies...

Baby Boomers

**to Reagan-voting, conservative,
hyper-consuming yuppies...**

A close-up photograph of an elderly couple smiling and laughing together outdoors. The woman on the left has short, light-colored hair and is wearing a plaid shirt. The man on the right has white hair and is wearing a dark red polo shirt. They are both looking towards the right side of the frame. The background is a soft-focus view of green trees and foliage, with sunlight filtering through the leaves, creating a warm and pleasant atmosphere.

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Baby Boomers

**to long-living, retirement-defying,
healthcare-consuming WOOFs...**

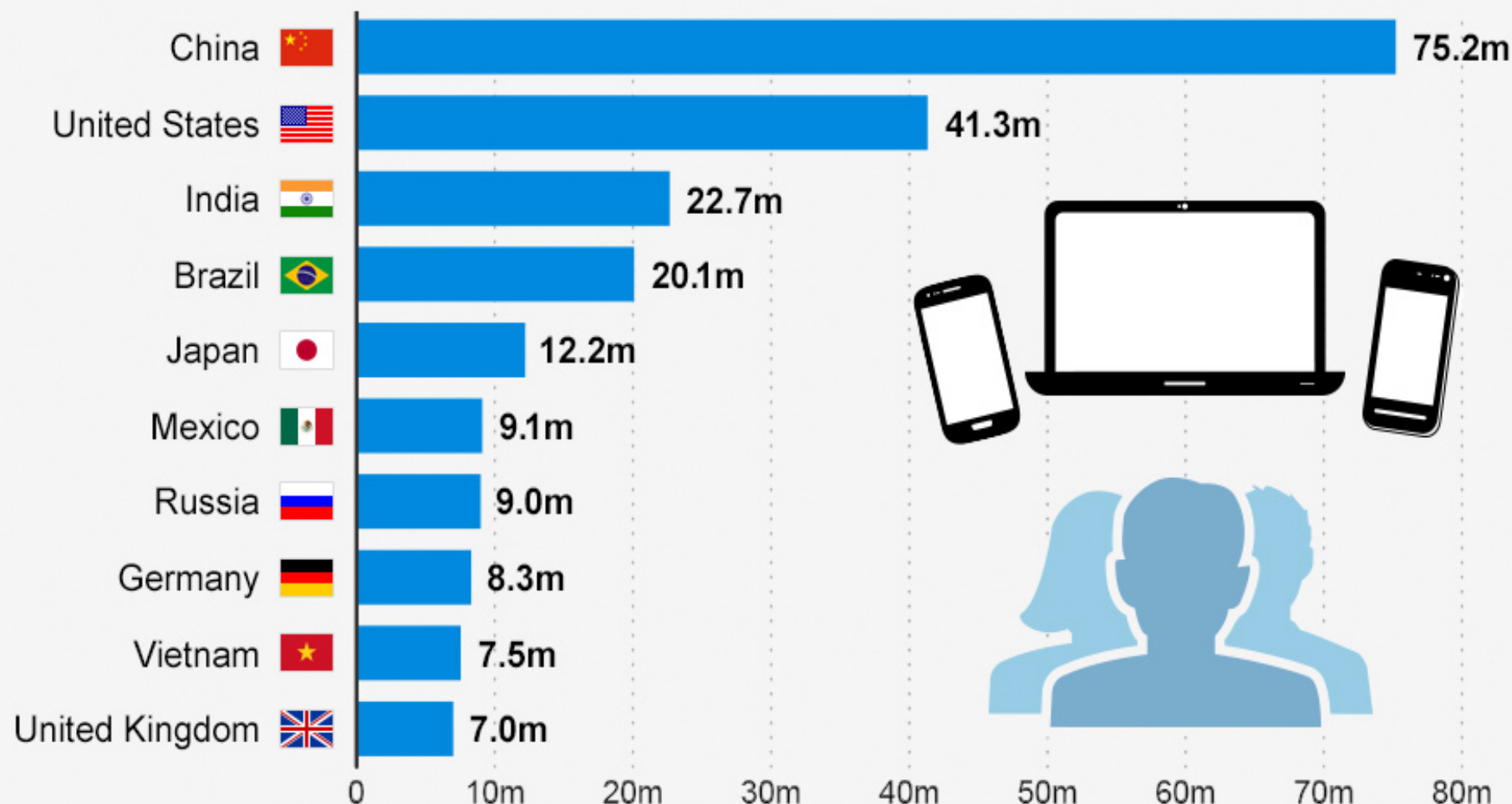
Discussion Forum

Generational classifications:

- **To what extent are they...**
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 - **Universal?**
 - Relevant?
 - Significant?

41 Million Americans Are Digital Natives

Top 10 countries with the largest population of digital natives* (in millions)



* The ITU defines a digital native as someone who is 15-24 years old and has been using the internet for at least five years

Generational Profiling

- **Universal?**
 - **US-based experiences**
 - **US historical narrative**
 - **US narrators & audiences**
 - **The West?**
 - **The Rest?**
 - **Case Study: China**

China

- **Alternative narratives?**
 - **Generation Revolution (1949-1957)**
 - **Generation Famine (1958-1965)**
 - **Generation Cultural Revolution (1966-1978)**
 - **Generation Economic Liberalisation (1979-?)**
 - **Generation One-Child Policy (1980-?)**
 - **Generation Political Repression (1989-?)**
 - **Generation Rules-the-World (Tomorrow?)**

Generational Profiling

- Universal?
- Across a generational cohort
 - Socio-economic factors?
 - Equal opportunities?
 - the “digital divide”
- Individual choice & trajectory?
- Major assumptions...

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Making an ASS

out of U and ME!

Cindi Smith

Discussion Forum

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Generational Profiling

- **Relevant?**
- **Technology & People**
- **Digital natives**
- **Digital immigrants**
- **“Digital” – a place with set borders and entry rights?**
- **Exclusive or inclusive?**

Generational Profiling

- **Relevant?**
- **Technology & Development**
 - **True impact of Facebook, Twitter...?**
 - **True impact of Internet?**
 - **True impact of IT?**
 - **True impact of digital devices?**
 - **True impact of electricity?**

Generational Profiling

- **Relevant?**
 - **Technology & Communication**
 - **War/Silent Generation – “Write Me!”**
 - **Baby Boomers – “Call Me!”**
 - **Generation X – “Email Me!”**
 - **Millennials – “Text Me!”**
 - **...?**

A

Generational Profiling

- **Relevant?**
- **Technology & Media**
 - **War/Silent Generation – Radio**
 - **Baby Boomers – TV, Video, Vinyl...**
 - **Generation X – PC, DVDs, CDs...**
 - **Millennials – Internet, Mp3...**
 - **...?**

Generational Profiling

- **Relevant?**
- **Technology**
 - **Print or broadcast media?**
 - **Windows or the web?**
 - **Arborescence**
 - **Graphic User Interface (GUI)**
 - **Mouse, digital files...**
 - ***“Technologies of the Intellect”***

Discussion Forum

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Generational Profiling

- **Significant?**
 - **Importance relative to...**
 - **Socio-economic factors?**
 - **Political issues?**
 - **Gender issues?**
 - **Cultural issues?**
 - **Environmental issues?**

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A black and white photograph of a desolate, flat landscape under a cloudy sky. In the foreground and middle ground, there is a large amount of abandoned, rusted, and broken farm equipment, including several large wooden wheels, metal frames, and a partially collapsed wooden structure. In the background, a small, dilapidated barn with a corrugated metal roof stands on the right. The ground is uneven and appears to be covered in dirt or sand.

Generation...?

Generational Profiling

- **Significant?**
 - **Better dichotomies of profiling students?**
 - **Individual vs. collective classifications**
 - **Local vs. global issues**
 - **Inherent vs. acquired characteristics**
 - **Voluntary vs. involuntary circumstances**



Any Questions?

Comments & Discussion

