

## Overview of the Generations

	<b>Matures</b>	<b>Baby Boomers</b>	<b>Generation X</b>	<b>Millennials</b>
<b>Years</b>	Born prior to 1946	Born 1946-1964	Born 1965-1980	Born 1981-2000
<b>Age</b>	67 years +	49-66 years old	33-48 years old	13-32 years old
<b>Brief Description</b>	Grew up during the Depression, World War II, lived in extended families.	Born into nuclear families, suburbs. Grew up during the years of Civil Rights, women's rights, Vietnam, experimented with drugs, sex, etc.	Grew up in tumultuous times of AIDS and learned to fend for themselves-the first latch-key kids.	Grew up with digital media, and little unstructured time. A diverse generation with overprotective parents who would intervene on their behalf.
<b>Grew up with</b>	Blondie and Dagwood, Tarzan, Wheaties, Mickey Mouse, Golden Age of Radio, jukeboxes, <i>The Shadow</i> , Flash Gordon, Babe Ruth, & <i>The Lone Ranger</i> .	Captain Kangaroo, fallout shelters, <i>Laugh-In</i> , peace sign, <i>Romper Room</i> , Slinkys, Hula Hoops, bell bottoms, tie-dye, Ed Sullivan, & TV dinners,	<i>Brady Bunch</i> , Cabbage Patch Kids, Pet Rocks, <i>Jaws</i> , <i>The Simpsons</i> , microwaves, platforms, MTV, <i>Sesame Street</i> , & VCRS.	Barney, Pogs, cell phones and pagers, Pokemon, Internet, Teenage Mutant Ninja Turtles, Britney Spears, Beanie Babies, Spice Girls, & Bill Gates.
<b>Generational Markers</b>	World War II	Assassination of JFK	Explosion of the Challenger	Columbine Shooting and 9/11
<b>Values</b>	<ul style="list-style-type: none"> <li>• Work to survive</li> <li>• Thriftiness</li> <li>• Sacrifice</li> <li>• Loyal</li> <li>• Dedication to a job</li> <li>• Duty</li> </ul>	<ul style="list-style-type: none"> <li>• Live to work</li> <li>• Buy now/pay later</li> <li>• Wants to change the world</li> <li>• Optimistic</li> <li>• Most likely to believe in the system</li> </ul>	<ul style="list-style-type: none"> <li>• Work to live</li> <li>• Save, save, save</li> <li>• Live for today</li> <li>• Skeptical</li> <li>• Personal focus</li> </ul>	<ul style="list-style-type: none"> <li>• Work to spend</li> <li>• Live in the moment</li> <li>• Just show up</li> <li>• Realistic</li> <li>• On my terms</li> <li>• Questions everything</li> </ul>
<b>Work Challenges</b>	<ul style="list-style-type: none"> <li>• Not as good with technology</li> <li>• Avoids challenging the system</li> <li>• Place duty before pleasure</li> </ul>	<ul style="list-style-type: none"> <li>• Less skilled with technology</li> <li>• Team and process oriented</li> <li>• Tend to be workaholics</li> </ul>	<ul style="list-style-type: none"> <li>• What's in it for them?</li> <li>• Results oriented</li> <li>• Does not want long hours (will turn down promotions)</li> <li>• Wants to "have a life"</li> </ul>	<ul style="list-style-type: none"> <li>• Why does it have to be 9 to 5?</li> <li>• Looks for easier ways to do things (w/technology)</li> <li>• Ability to multi-task</li> </ul>
<b>Work Rewards &amp; Retention</b>	<ul style="list-style-type: none"> <li>• Satisfaction of a job well done is the reward</li> <li>• Changing jobs carries a stigma</li> </ul>	<ul style="list-style-type: none"> <li>• Money, title, recognition is the reward</li> <li>• Changing jobs puts you behind</li> </ul>	<ul style="list-style-type: none"> <li>• Freedom and flexibility is the desired reward</li> <li>• Job changing is necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Meaningful work is what it's all about</li> <li>• Changing jobs is part of life</li> </ul>
<b>View of Authority</b>	<ul style="list-style-type: none"> <li>• Honors leaders</li> <li>• Respect for authority</li> </ul>	<ul style="list-style-type: none"> <li>• Challenges leaders</li> <li>• Never trust anyone over 30</li> </ul>	<ul style="list-style-type: none"> <li>• Distrusts authority</li> <li>• Ignore leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Leaders must respect you</li> <li>• Questions authority</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• A dream</li> </ul>	<ul style="list-style-type: none"> <li>• A birthright</li> </ul>	<ul style="list-style-type: none"> <li>• A way to get there</li> </ul>	<ul style="list-style-type: none"> <li>• An incredible expense</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• Rotary phones</li> <li>• Adding machines</li> </ul>	<ul style="list-style-type: none"> <li>• Eight track tapes</li> <li>• Automatic typewriters</li> <li>• Calculators</li> </ul>	<ul style="list-style-type: none"> <li>• Videogames &amp; VCRs</li> <li>• Cable TV, PC, Apple</li> <li>• Microwaves/Cell phones</li> </ul>	<ul style="list-style-type: none"> <li>• iPods/M3P, PDAs</li> <li>• Digital camera/phone camera</li> <li>• Virtual reality</li> </ul>

## Generational Differences Situations

1. The new student assistant or employee wears camouflage pants, a t-shirt, and a tongue stud. She is constantly checking her cell phone for personal calls and gives you a look that says, "I'm doing my job so get out of my face" whenever you glance her way. What do you do?
2. You have learned to do your job quickly and efficient and you get your assignment done on time. You have asked others if there is something else to do and usually help out if you can. Yet, at your annual review, your supervisor says that you need to use more initiative. You are upset – what do you do?
3. Last week a new supervisor of your division/unit directed that announcements, memos, and directives will now be distributed via email or the web. Hard copies should not be made or distributed to save costs. Do you think this will work? Why or why not.
4. You are the only one in your division/unit who is willing to come in on the weekend to get the project done. What do you do?

Or

Other faculty/staff members are always working late or come in on the weekend to get the project done. You have other priorities and do not want to be a workaholic. What do you do?

## Bridging the Generation Gap

A college freshman attending a recent football game, took it upon himself to explain to a senior citizen sitting next to him why it was impossible for the older generation to understand his generation.

"You grew up in a different world, actually an almost primitive one," the student said, loud enough for many of those nearby to hear. "The young people of today grew up with television, jet planes, space travel, man walking on the moon, our space ships have visited Mars. We have nuclear energy, electric and hydrogen cars, computers with light-speed processing and..."

The older man took advantage of the break in the student's litany and said, "You're right, son. We didn't have those things when we were young... so we invented them. Now, what are YOU and your bunch doing for the next generation?"

(<http://www.thriftyfun.com/tf42987065.tip.html>)

### References:

- Wendover, Robert W., **The Center for Generational Studies**, [www.gentrends.com](http://www.gentrends.com)
- Raines, Claire, **Generations At Work**, [www.generationsatwork.com](http://www.generationsatwork.com)
- **The Digital Edge: Understanding Generational Differences**, [www.digitaledge.org](http://www.digitaledge.org)

## How Old Are YOU?

How many of these do you remember? (Circle or count)

1. Blackjack chewing gum
2. Wax Coke-shaped bottles with colored sugar water
3. Candy cigarettes
4. Soda pop machines that dispensed bottles
5. Coffee shops with tableside jukeboxes
6. Home milk delivery in glass bottles with cardboard caps
7. Party lines
8. Newsreels before the movie
9. P.F. Flyers
10. Butch Wax
11. Telephone numbers with a word prefix (Olive-6933)
12. Peashooters
13. Howdy Doody
14. 45 RPM records
15. S & H Green Stamps
16. Hi-fi's
17. Metal ice trays with levers
18. Mimeograph paper
19. Blue flashbulbs
20. Beanie and Cecil
21. Roller skate keys
22. Cork popguns
23. Drive-ins
24. Studebakers
25. Wash tub wringers

(Turn over for the scoring.)

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## Scoring

If you remembered 0-5 = You're still young!

If you remembered 6-10 = You're getting older!

If you remembered 11-15 = Don't tell your age!

If you remembered 16-25 = You're older than dirt!

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