Generation As An Aspect of Cultural Identity

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GENERATIONS

TRADITIONALISTS

AGED 78+

BABY BOOMERS

AGED 57 - 77

GENERATION X

AGED 42 - 56

MILLENNIALS

AGED 26 - 41
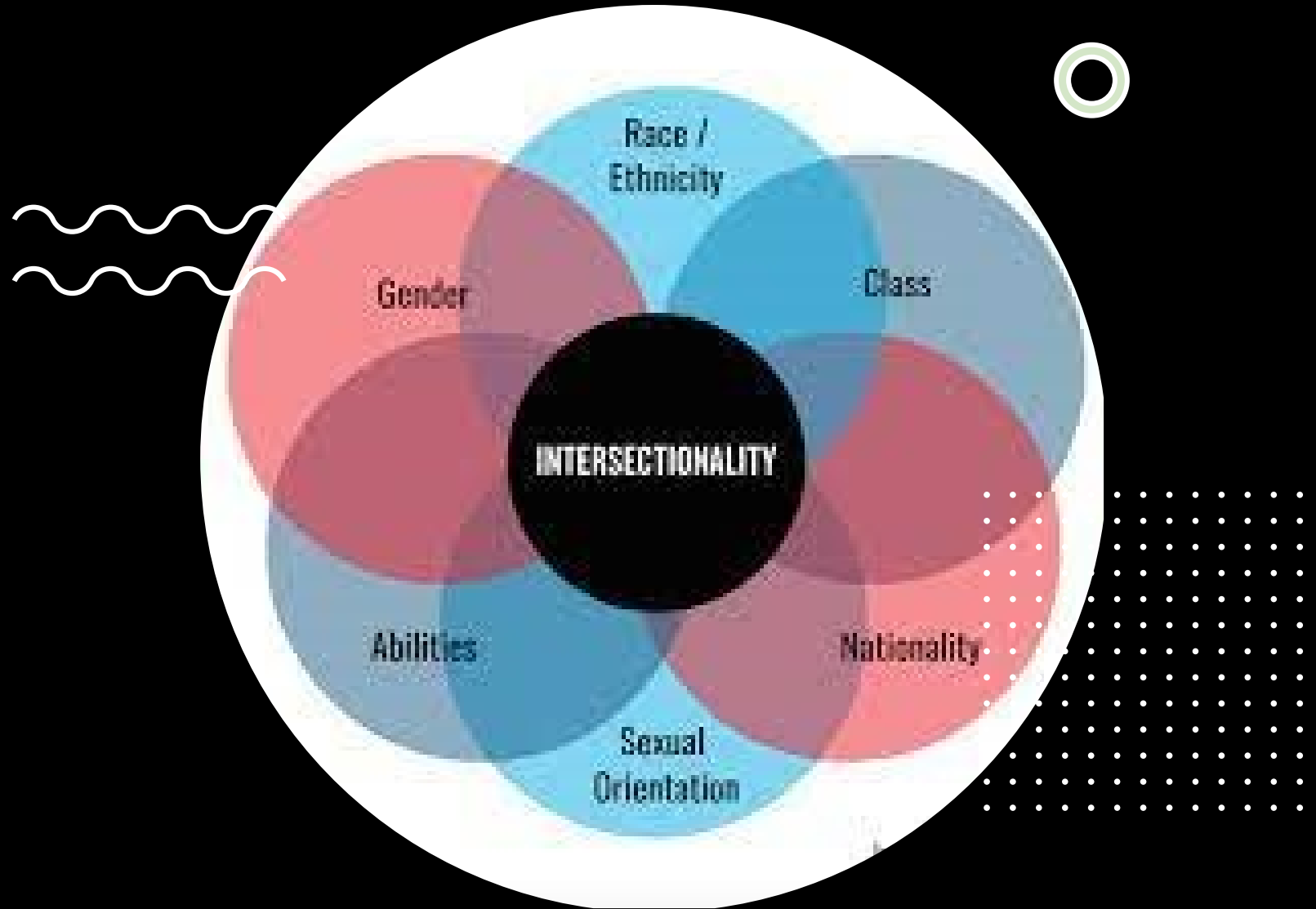
GENERATION Z

AGED 12 - 25

There are always individual differences….

And generation intersects with other identities

What defines a generation?

"The events and conditions each of us experiences in our formative years determines who we are and how we see the world".

"As a result of these events and conditions, each generation has adopted its own 'generational personality'".

Lynne Lancaster and David Stillman, When Generations Collide

The political climate
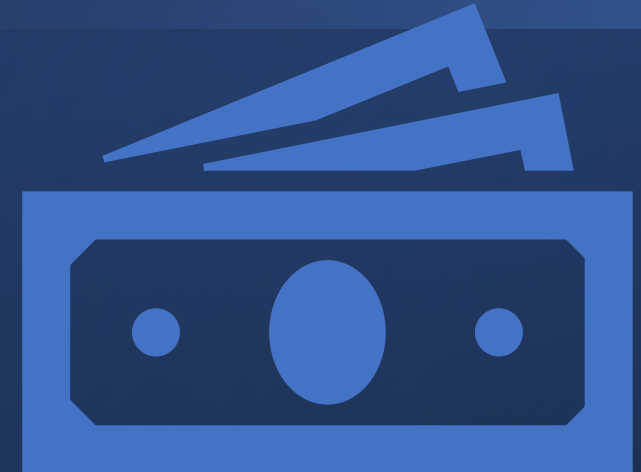
Social movements and issues

Racism, homophobia, sexism, religious hatred
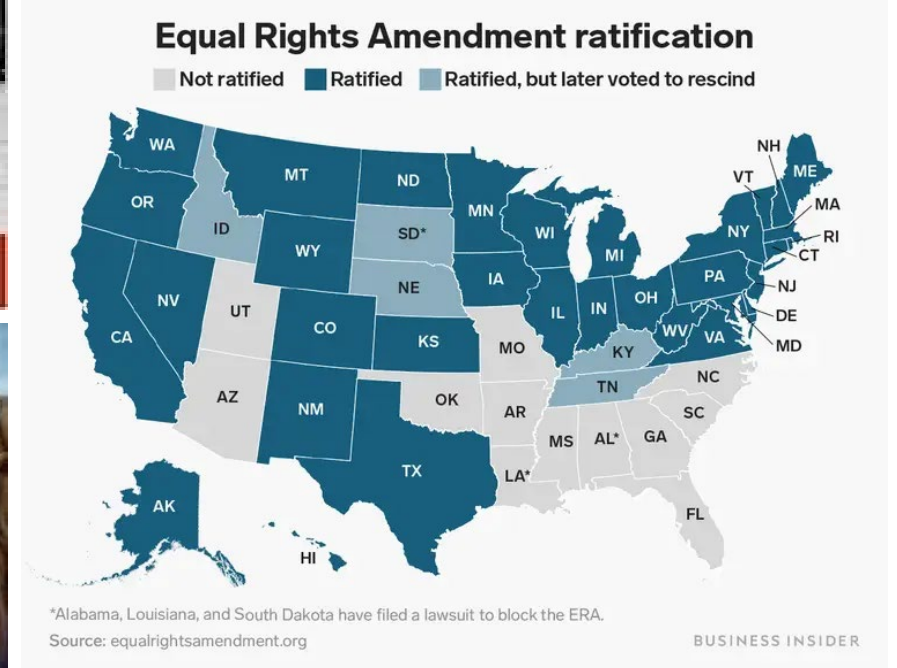
Terrorism and Violence

The economy and jobs

Technology and Media
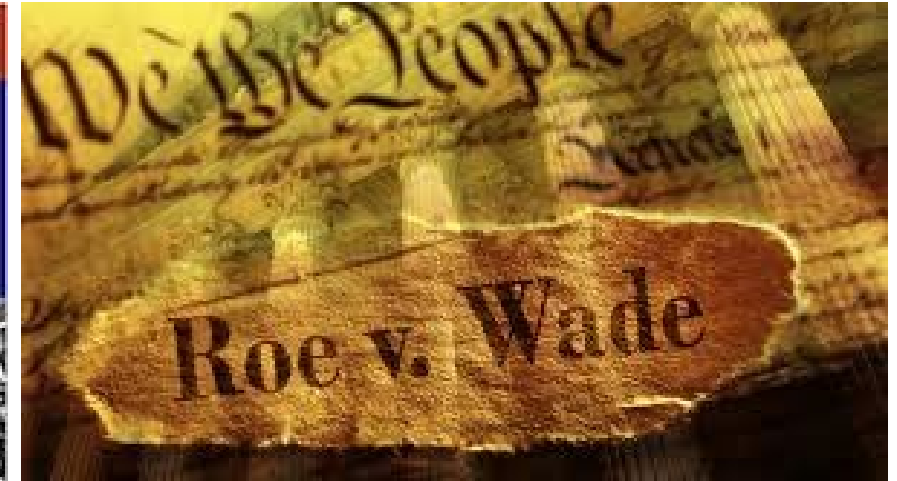
The law
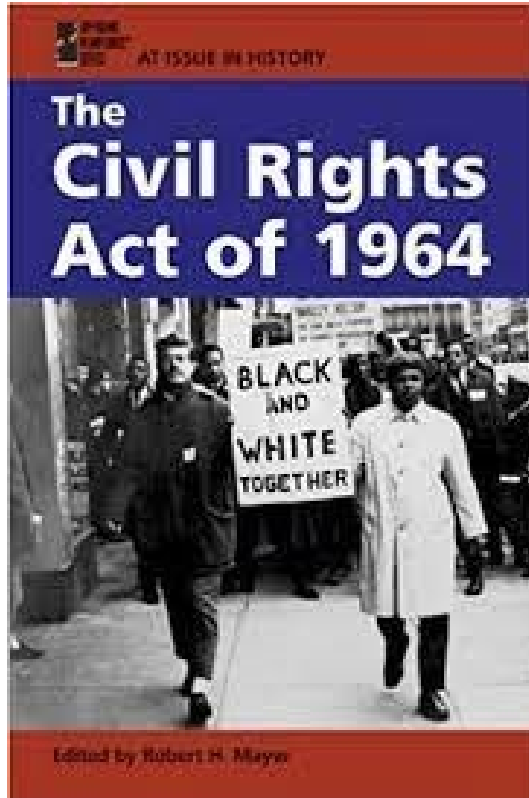
Which generation most values tradition, frugality and respect for authority?

Depression Generation (aka, silent generation, traditionalists and the swing generation)

Born between 1930-1945 (ages 78-93)	Were small children during WWII or the depression
Value rationing, saving, morals and ethics	Patriotic
Respect authority	Embrace Tradition

Which generation is defined by their careers?

What Boomers May Value

- Work – did activism became workaholism?
- Youth
- Self expression
- Want to make a difference
- Team orientation
- Active retirement
- Learning new skills and set new goals
- Environmentally conscious

Which generation works to live? Will walk away from a job that is not satisfying?
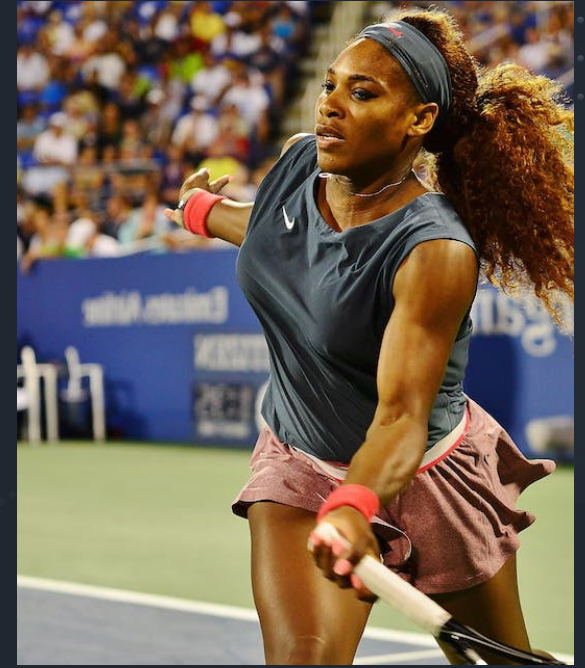
Gen X May Value

- Diversity
- Work-life balance
- Skepticism about the permanence of institutional and personal relationships
- Prefer to rely on themselves
- Being active in their children's lives
- Entrepreneurialism
- Lack of organizational loyalty
- Tech literacy

Which generation values work-life balance?

Millennials May Value

- Achievement & making a contribution to the world
- Consumerism
- Work-life balance
- Quality of work life over organizational loyalty
- Technology
- Diversity and inclusivity on gender, sexuality and race
- Openness about mental health concerns
- Patriotism influenced by 9/11

Which generation may prefer technology and electronic communication?

Baby Boomer

- Born 1946-1964
- Prefers face-to-face communication
- Starting to embrace modern digital technology
- Social Media Preferences: Facebook & LinkedIn

Generation X

- Born 1965-1979
- Prefers email communication
- Comfortable with technology
- Social Media Preferences: Facebook & Twitter

Millennial

- Born 1980-1994
- Prefers email or text
- First "digitally native" generation
- Social Media Preferences: Not loyal to any particular social media outlet

Generation Z

- Born 1995-2012
- Likes written communication, but in-person meetings in the workplace
- Expects quick responses
- Social Media Preferences: Instagram & Snapchat

|	**Boomers**	**Gen X**	**Millennials**
Communication	Face-to-Face or Phone	Voicemail or email	IM or Text
Acknowledgement	Show personal appreciation	Reward with free time or opportunities	Awards and Certificates
How to Show Respect	Treat them as equals	Support training & growth	Value civic duty
Supervision Style That Works Best	Democratic not hierarchical	Give them freedom	Be collaborative
How to Motivate	Tell them "we need you" because	Think globally	Offer coaching & support
How they work best with teams	They are motivated to collaborate but needs to know how this fits the mission of the agency	Give them individual assignments and don't micromanage	Provide flexibility in assignments and participation
Feedback	Ask for and hear their input	Give timely and specific feedback	Tell them how they make a difference
Professional Developmental Needs:	Offer flexible schedules or phased retirement	Care about their personal goals	Provide the latest technology
What they want from the Org.	Leverage their knowledge	Make it fun	Promote volunteerism
They value	Teamwork	Diversity	Technical advancements

Which generation is the most diverse?

Diversity of Gen Z and Education

Nearly half of post-Millennials are racial or ethnic minorities

*% of 6- to 21-year-olds who are nonwhite*

Post-Millennials in 2018	48%
Millennials in 2002	39
Gen Xers in 1986	30
Early Boomers in 1968	18
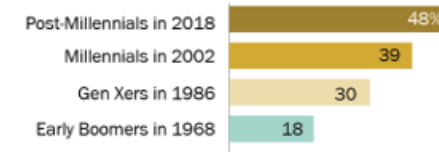
More post-Millennials pursuing college

Among 18- to 20-year-olds who are no longer in high school, % enrolled in college

Post-Millennials in 2017	59%
Millennials in 2002	53
Gen Xers in 1986	44
Early Boomers in 1968	N/A
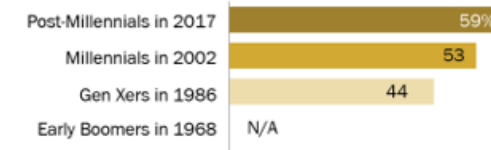
Post-Millennials more likely than Millennials to live with a college-educated parent

% of 6- to 17-year-olds living with a parent who has at least a bachelor's degree

Post-Millennials in 2018	43%
Millennials in 2002	32
Gen Xers in 1986	23
Early Boomers in 1968	16
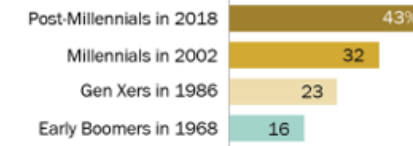
Note: Nonwhites include blacks, Hispanics, other races and people who identify with more than one race.
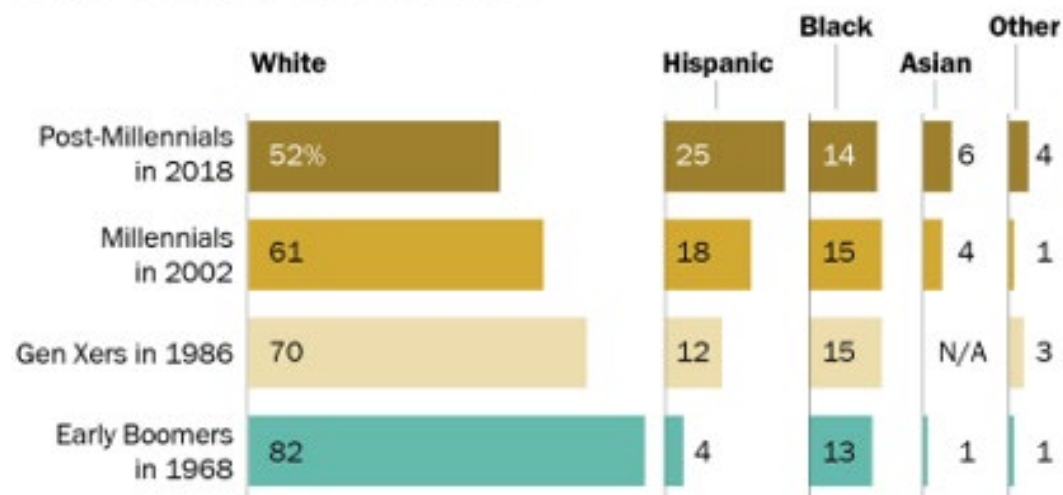Source: Pew Research Center analysis of 1968, 1986, 2002 and 2018 Current Population Survey Annual Social and Economic Supplement (IPUMS) and 1986, 2002 and 2017 Current Population Survey October Supplement (IPUMS). "Early Benchmarks Show Post-Millennials on Track to Be Most Diverse, Best-Educated Generation Yet"

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One-in-four post-Millennials are Hispanic

% of 6- to 21-year-olds who are ...

	White	Hispanic	Black	Asian	Other
Post-Millennials in 2018	52%	25	14	6	4
Millennials in 2002	61	18	15	4	1
Gen Xers in 1986	70	12	15	N/A	3
Early Boomers in 1968	82	4	13	1	1

Note: Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1968 was imputed on the basis of 8- to 23-year-olds in the 1970 census.
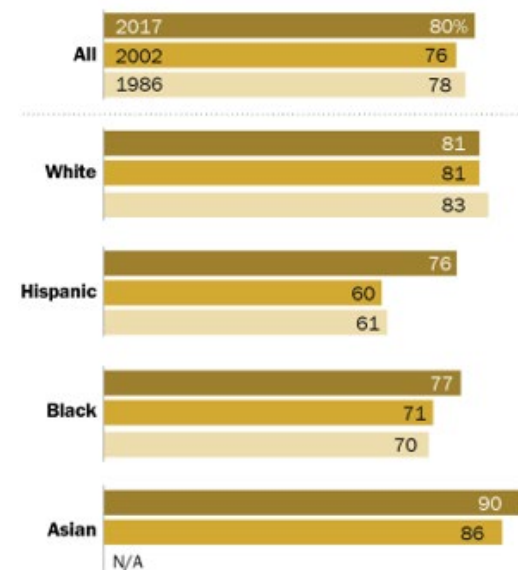Source: Pew Research Center analysis of 1986, 2002 and 2018 Current Population Survey Annual Social and Economic Supplements and 1970 decennial census (IPUMS).
"Early Benchmarks Show Post-Millennials on Track to Be Most Diverse, Best-Educated Generation Yet"

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Big gains in high school completion for Hispanic and black youth

% of 18- to 20-year-olds finishing high school

	2017	2002	1986
All	80%	76	78
White	81	81	83
Hispanic	76	60	61
Black	77	71	70
Asian	90	86	N/A

Note: Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Completing high school includes those who attained a degree by equivalence (e.g., GED) as well as those obtaining a high school diploma. Due to data limitations, in 1986, all adults completing four years of high school are counted as having finished high school.
Source: Pew Research Center analysis of 1986, 2002 and 2017 Current Population Survey October Supplement (IPUMS).
"Early Benchmarks Show Post-Millennials on Track to Be Most Diverse, Best-Educated Generation Yet"
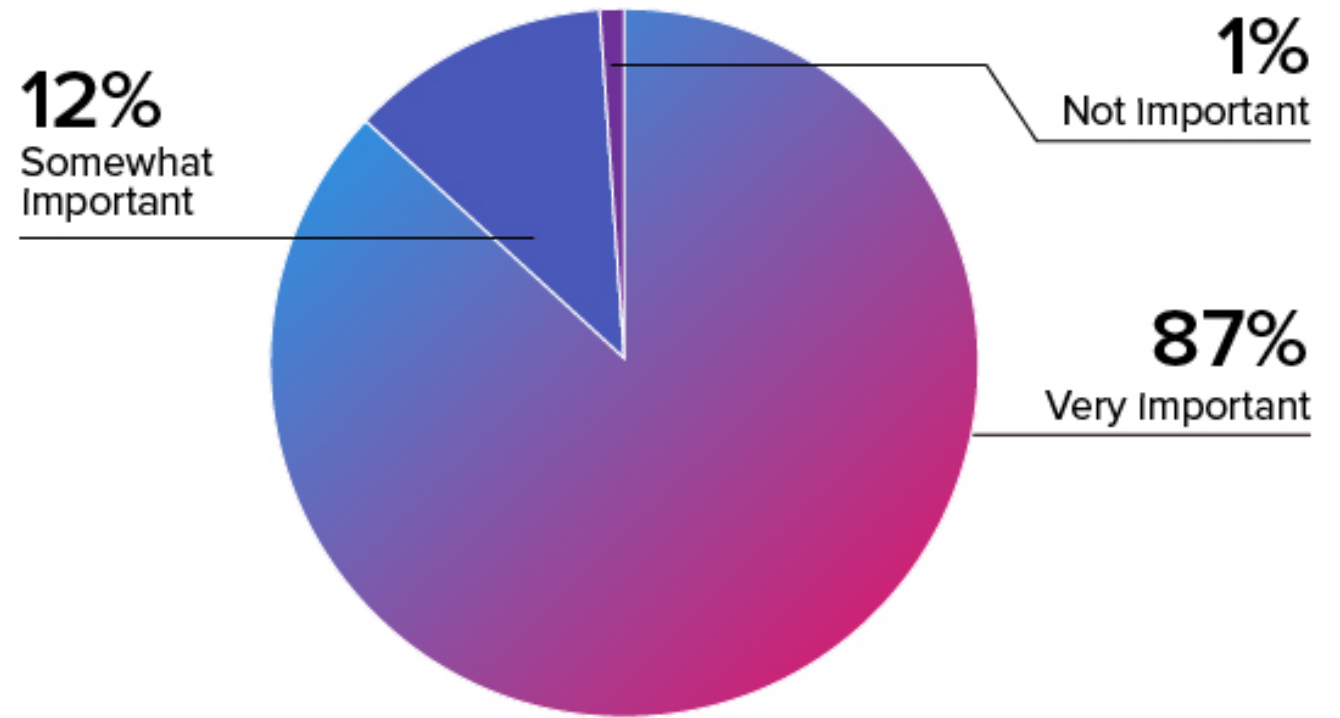
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Which generation cares the most about diversity, equity and inclusion?

Gen Z

How important is diversity, equity and inclusion (DEI) to you in the workplace?

12% Somewhat Important

1% Not Important

87% Very Important

Which generation is most likely to be "out and proud" and disregard notions of binary gender?

Gen Z LGBTQ+

- 21 percent of Generation Z born between 1997 and 2003 identify as lesbian, gay, bisexual or transgender (LGBT). (Gallup, 2021)

Trend in LGBT Identification by Generations of U.S. Adults, 2012, 2017 and 2021

— %, Generation Z — %, Millennials - - %, Generation X — %, Baby boomers ···· %, Traditionalists
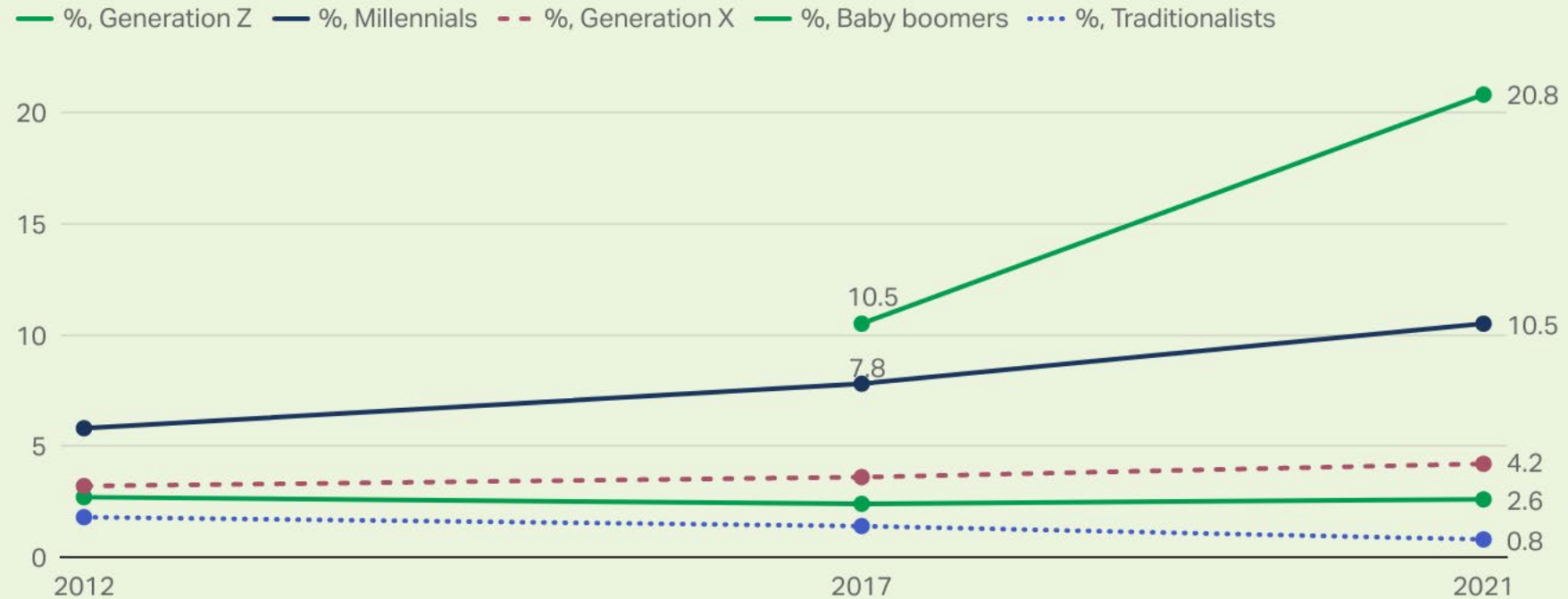
--Generation Z are those born between 1997 and 2012. In 2017, only those born between 1997 and 1999 had reached adulthood. In 2021, only those born between 1997 and 2003 had reached adulthood.
--Millennials are those born between 1981 and 1996. In 2012, only those born between 1981 and 1994 had reached adulthood.
--Generation X are those born between 1965 and 1980.
--Baby Boomers are those born between 1946 and 1964.
--Traditionalists are those born before 1946.

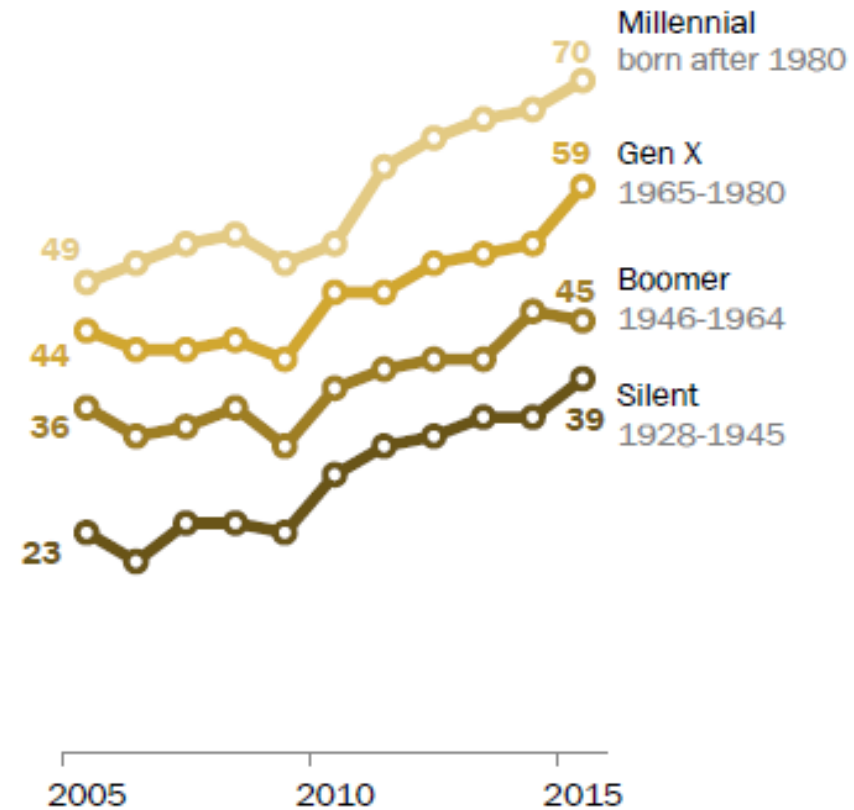GALLUP®

Millennials and Gay Neighborhoods

- Millennials and subsequent generations may place a different value on living among LGBTQ + community because technology lets them live anywhere and still actively communicate with the people with which they desire to associate. (Miles 2021; Miles et al. 2021) and may prefer to live in an integrated community.

Attitudes on Same Sex Marriage

Generations and Same-Sex Marriage

% who favor allowing gays and lesbians to marry legally

Millennial born after 1980 — 70
Gen X 1965-1980 — 59
Boomer 1946-1964 — 45
Silent 1928-1945 — 39

49
44
36
23

2005   2010   2015

Figures based on all surveys conducted in each year.

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A common intergenerational theme:

- LGBTQ+ Millennials are seen by elders to take for granted their equalities and freedoms, which were fought for by LGBTQ + people who came before them.

- Possible resentment by older cohorts for the rights they did not enjoy

- Observed by women and Blacks of their younger counterparts

Generational Differences in the Word *Queer*

The word was used before the 1950's an "strange," but occasionally to suggest homosexuality.

By the 1950s, the word was being used more often as a homophobic slur in the U.S.

In the late 1980s, a group of angry, militant gay people responding to the AIDS crisis and widespread homophobia started calling themselves "Queer Nation." They handed out leaflets titled "Queers Read This" at New York's pride march in 1990 that explained how they planned to reclaim the word as their own.

From Queer Nation

- "We use queer as gay men loving lesbians and lesbians loving being queer,"

- "Queer, unlike GAY, doesn't mean MALE."

- "Yeah, QUEER can be a rough word, but it is also a sly and ironic weapon we can steal from the homophobe's hands and use against him."

The Oprah – Jay-Z Debate on the N Word

- https://www.oprah.com/own-oprahshow/jay-z-on-the-n-word-video

Which generation is more likely to report mental health concerns?

Gen Z

Gen-Z is more likely to report mental health concerns than any other demographic group.

Difference in Diagnosis Rates of BH Conditions for Millennials by Race/Ethnicity, 2018

Condition	Difference Black vs. White	Difference Hispanic vs. White
Major Depression	-31%	-55%
ADHD	-41%	-64%
Psychotic Disorders	-3%	-40%
Alcohol Use Disorder	-25%	-43%
Tobacco Use Disorder	1%	-47%
Substance Use Disorder	-10%	-45%

- Millennial Health: Trends in Behavioral Health Conditions | Blue Cross Blue Shield (bcbs.com)

What are your conclusions about our generational differences?