

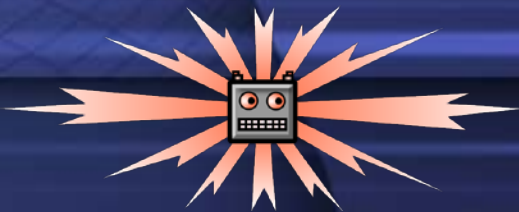
Communicating with Millennials and Plurals

Dr. Pete Markiewicz

Plyojump.com

Lifecourse Associates

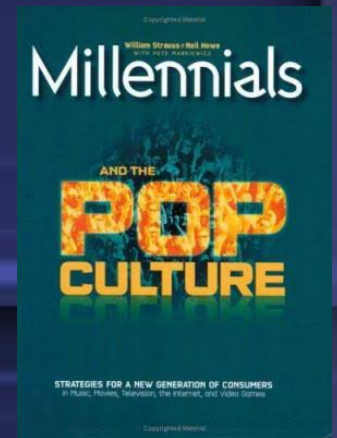
<http://plyojump.com>



About the Author



- “Boomer”
- **Research Scientist** at UCLA & elsewhere in 1970s & 1980s
- **Jumped** to the rising World Wide Web in 1993
- **Recruited** by generational experts Strauss & Howe in 1998
- **Teaches** “Technology and Pop Culture”, Plus Web & Interactive Design, Ux, Coding, Math Literacy at several schools
- **Talent interviewer**, headhunter agencies (Aquent)



Topics

- What are Generations?
- How are Generations Different?
- Caveats
- Generational Trends
 - Millennials
 - Plurals
- Questions and Answers
- References

What are Generations?



Ways to Split People Up...

- Cultural
 - Identity
 - Economic
- Cross-cultural
 - Life Stage
 - Cohort/Generational



These all help
our understanding

Generations = Cohorts



- People born during a particular time in history
 - Grow up in a common cultural “zeitgeist”
 - Internalize that “zeitgeist” as they age
 - Understand change in terms of their original zeitgeist
- “Cultural messages” come from
 - Parents
 - Child-raising theories/manuals
 - Media Pop-Culture view of the child

Generations are NOT Lifestage

- Lifestage

- Based in biology (universal)
- Attitudes, opinions, set by biological age and culture role for individuals at different ages

- Generation/Cohort

- Based in history (don't happen in static cultures)
- Cohorts experiencing rapid social change as children (Karl Mannheim)
- Attitudes, opinions carry into adulthood

Lifestage vs. Generation



Example of “Life Stage” statements

“...Kids always rebel”

“...old people are conservative”

Example of “Generational” statements

“...Boomers are re-defining what it means to be old”

“...Youth today are closer to their parents in values and culture than the youth of 30 years ago”

What is Generation-Dependent?

- Dependent on cohort/generation
 - Taste in music, pop culture
 - Sense of personal/collective destiny
- Dependent on generation & lifestage
 - Politics
 - Attitudes to children (the biggest effect is having them)
- Dependent on lifestage only
 - Candy preference
 - Risk-taking behavior
- None of the above
 - Expectations for children of immigrants



Strauss & Howe, Winograd & Hais



They're Boomers

"Capitol Steps"

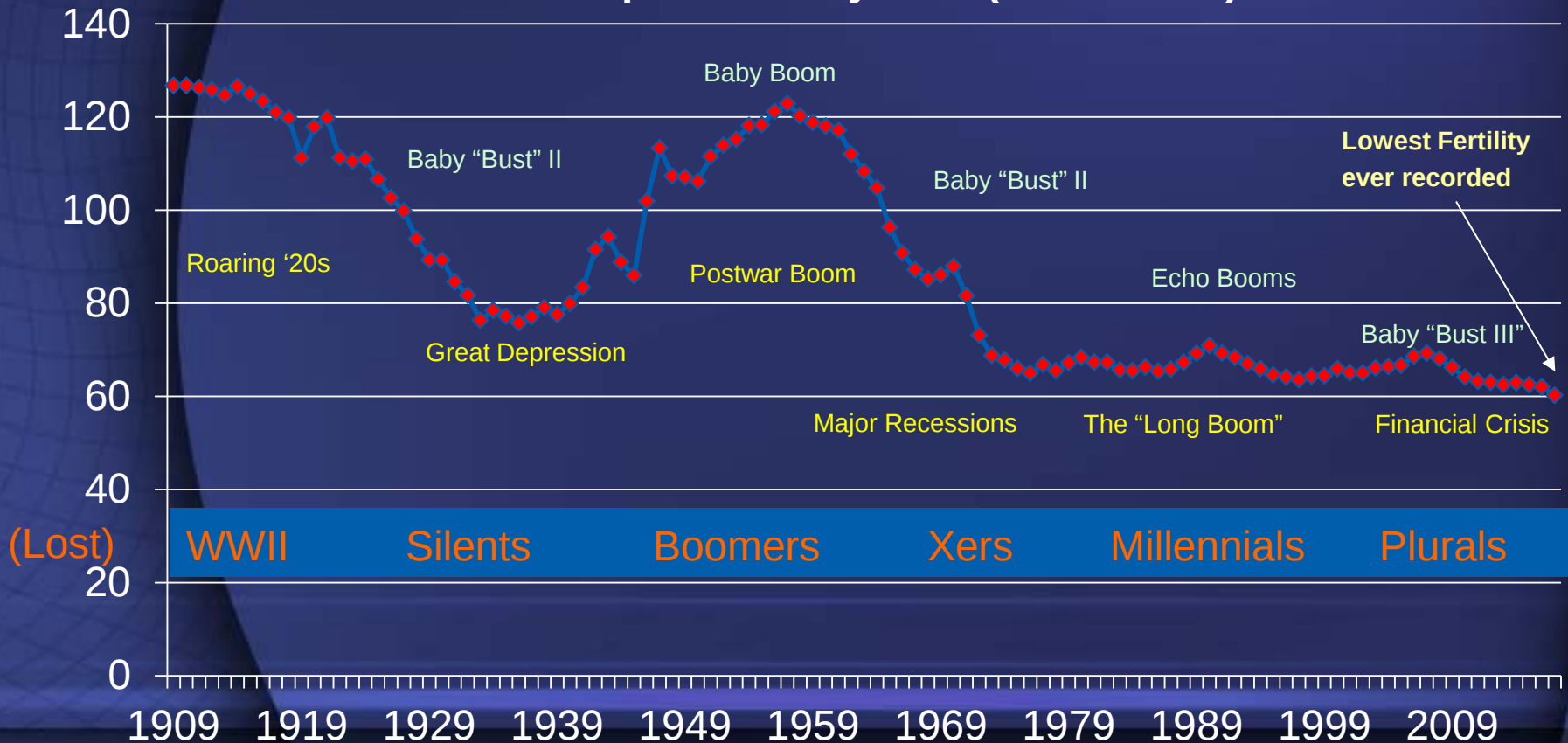
- **Elaborate** (untestable?) theory
- **Generations** created by fertility/mood shifts, parental upbringing styles
- **Generations last** ~20 years
- **16 defined generations** in US history
- **Generations defined** by parental fertility, optimism level
- **Generational mindmap** = mythic archetypes
 - Hero, Prophet, Nomad, Adaptive
- **Sudden pop culture "takeover"** occurs when first cohorts of the youngest generation reach their 20s
 - GenX/Y -> Millennial transition 2005-2020
 - Millennial -> Plural transition 2020-2035
 - Plural -> "New Hippie 2035-2050"

S&H US Generations

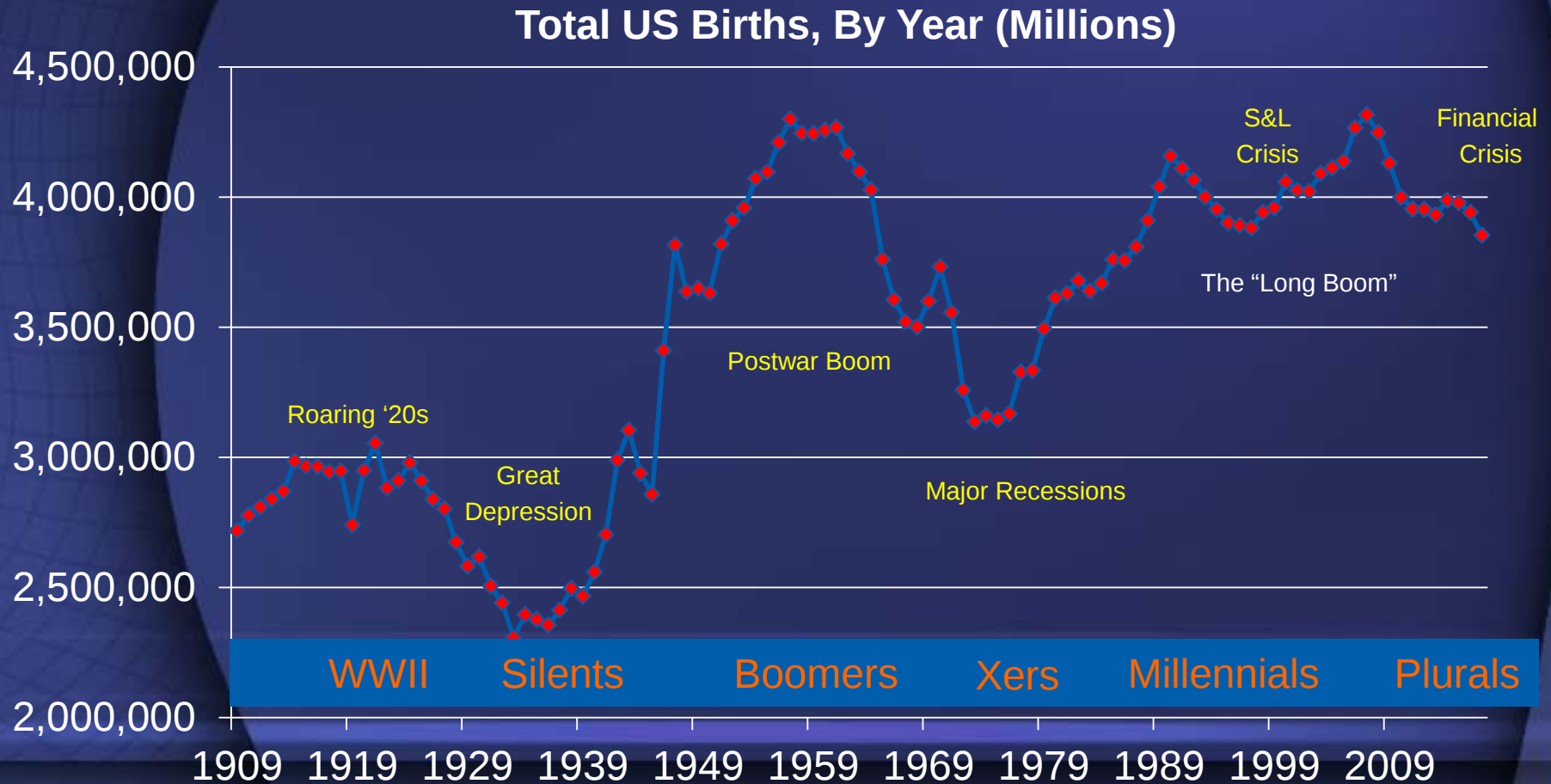
Generation Name	First Births	Final Births
WWII	1900	1922
Silent	1923	1942
Boomer	1943	1960
Xer/GenX	1961	1981
Millennial/GenY	1982	2004
Plural/Homelanders	2005	?

Fertility = Economy = Generations

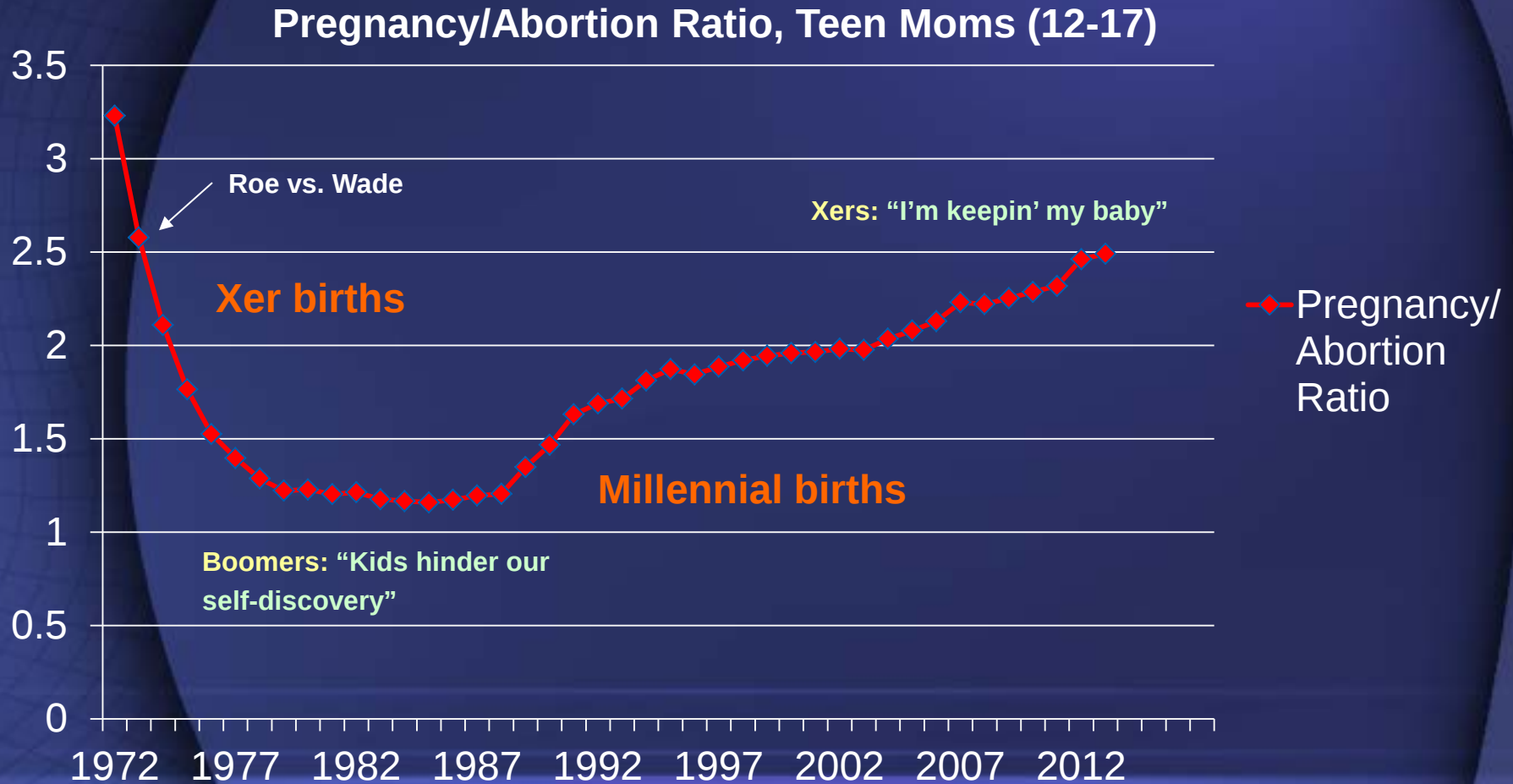
US Per Capital Fertility Rate (Births/1000)



Births & Generational Waves

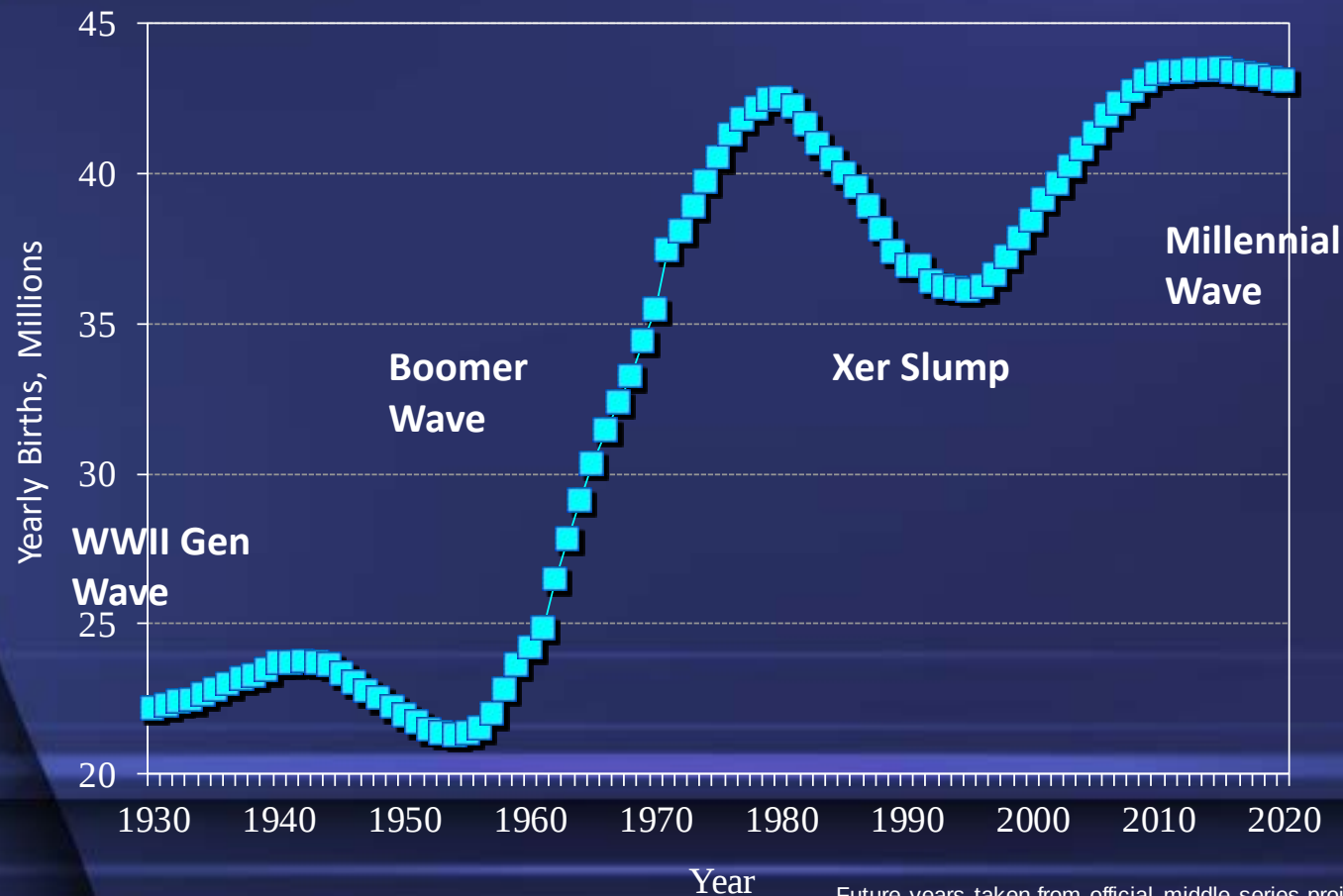


Kids Become Important Again



US Population by Age

U.S. Youth Population, Aged 15-24
in Millions, 1930 to 2020



Future years taken from official middle series projections.
Source: U.S. Bureau of the Census (2000)

US Generations in 2018



Silents – 76-93



Boomers – 58-75

Millennials are where Boomers were ~1980

Millennials are where Xers were ~1995

Plurals are where Boomers were ~1958



Xers – 37-57



Plurals – 0-14

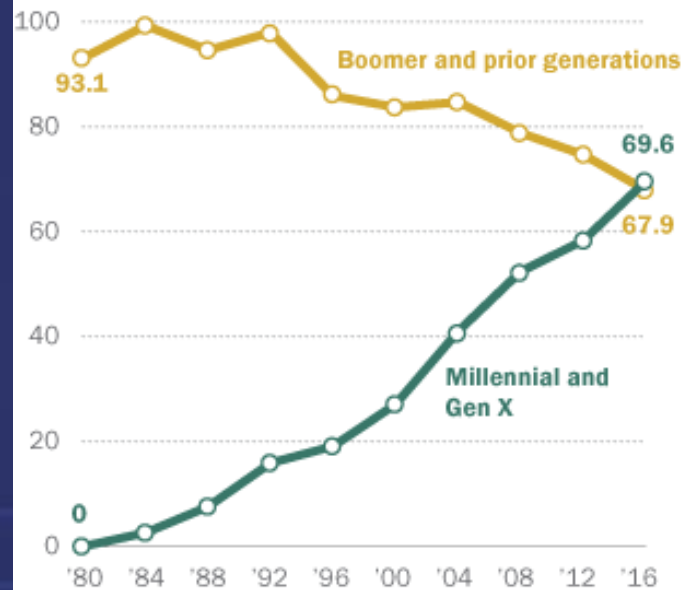


Millennials – 15-36

BTW, What about 2020?

Millennial and Gen X voters edged out older generations in 2016 vote

*Reported votes cast in presidential elections,
in millions*



Source: Pew Research Center tabulations of the 1980-2016 Current Population Survey November Supplements.

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Alternate Generational Models

- **Marketers (e.g. Bruce Tulgan)**
 - Mostly technology-based
 - Short length (~10 years)
 - Ideology to transactional (good for capitalism)
 - GenX, GenY, GenZ ... oops
- **Jean Twenge**
 - Blends Xers and Millennials into “Generation Me”
 - Long (~20-30 years)
 - Uniformly downbeat (“I’m a loser, baby”)



They're Xers



Generational Names

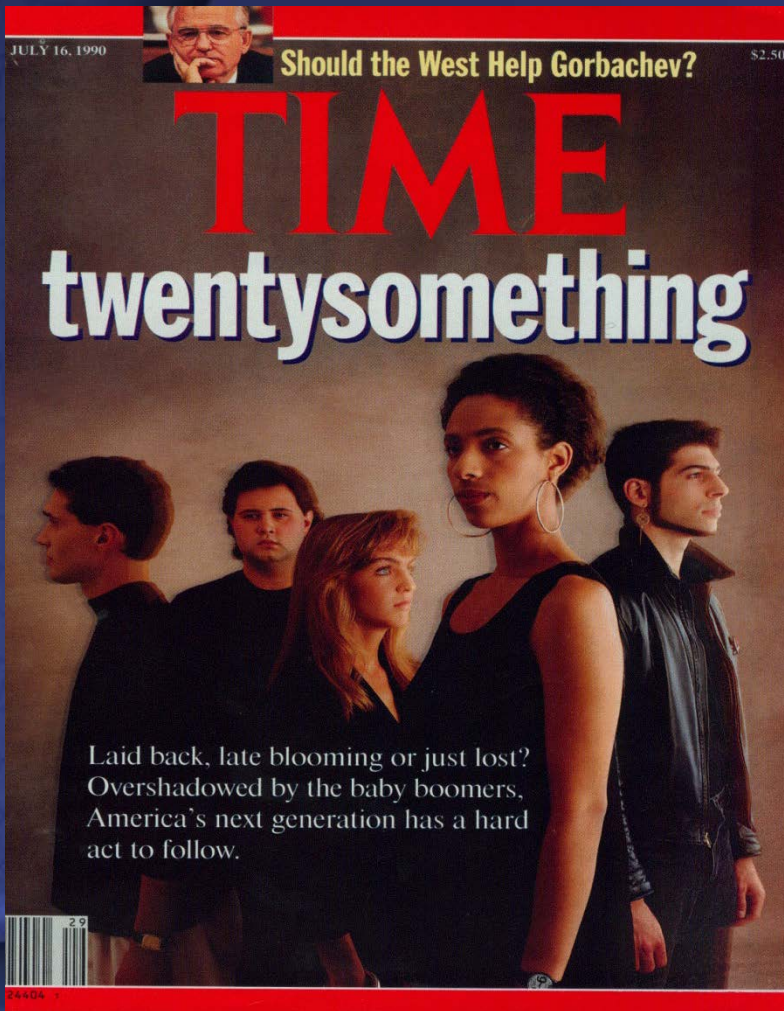
S & H Name	Marketers	Twenge	Pew
G.I	I don't care	I don't care	Matures
Silent	I don't care	I don't care	Matures
Boomer	Boomer	Boomer	Boomer
Xer	GenX	Generation Me	Xer
Millennial	GenY + GenZ	Generation Me	Millennials
Plural	Gen Alpha	iGen	Plurals

How are Generations Different?

S&H Generations and Mood

- Generations born in a “down” era (economic & fertility) era tend to negative imagery and pop culture
- Generations born in an “up” era (economic & fertility) tend to positive imagery, and pop culture

Generational Mood in Print...



GenX (1990)



Millennial (2000)

S&H Generational Psychology

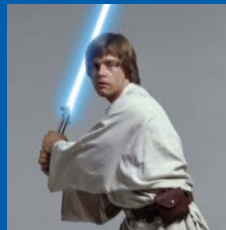
- **Generations** see themselves as:
 - Heroes fixing the world
 - Prophets redeeming the world
 - Nomads trying to survive the world
 - Adaptives brokering compromise & smoothing progress
- **Pop culture** archetypes = generational styles



Prophet
Boomer



Nomad
Xer



Millennial
Hero



Prophet
Boomer



Nomad
Xer



Millennial
Hero

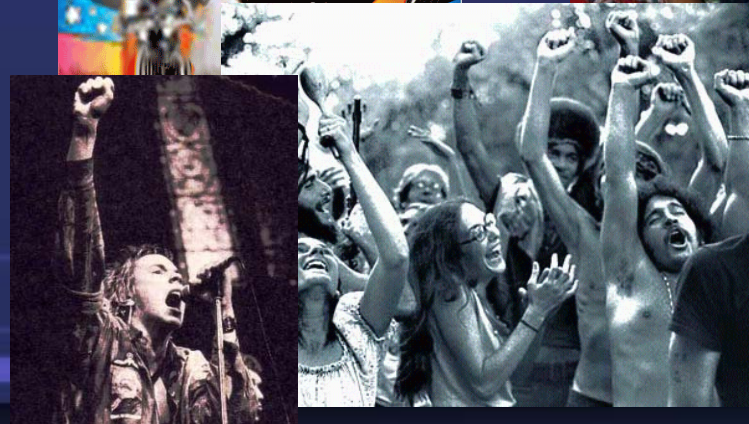


This is a Different Seminar!

“Boomers” (1943-1960)

PROPHETS

- Childhood = UP ERA
 - Economic boom
 - Indulged as children
 - Social stability
 - Standards were loosening
- Core values
 - Upbeat
 - Spiritual
 - Judgmental
 - Perfectionist
 - Narcissistic
 - Rebellious



“GenX” (1962-1981)

NOMADS

- **Childhood = DOWN ERA**
 - Economic bust
 - Children unprotected, criticized
 - “Latch-key” childhood
 - Social instability
 - Standards were loosening
- **Core values**
 - Downbeat
 - Pragmatism
 - Authenticity
 - “No Rules” edgy
 - “Whatever works”, speed
 - Transaction-focused
 - Results-focused



Alternate: “New Lost”, “Generation at Risk”

GenX/Y childhood in Media

1964 Children of the Damned

1967 Rosemary's Baby

1971 Willy Wonka

1973 The Exorcist

1974 It's Alive!

1976 Look What's Happened to
Rosemary's Baby

1976 The Omen

1976 Bad News Bears

1976 Carrie

1977 Exorcist II: The Heretic

1977 Eraserhead

1978 It Lives Again

1978 Damien—Omen II

1978 Halloween

1979 The Brood

1980 The Children

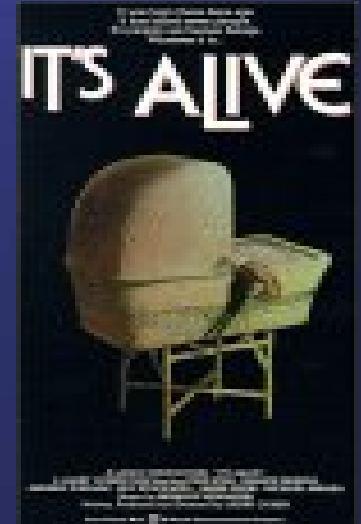
1981 The Final Conflict

1981 Halloween II

1984 Firestarter

1984 Children of the Corn

1988 Child's Play



*There's only
one thing
wrong with
the Davis
baby . . .*



“Nomad” Archetype

Millennials (1982-2004)

HEROES

- **Childhood = UP ERA**
 - Economic boom
 - Children protected & celebrated
 - Helicopter parents
 - Ultra-planned childhood
 - Social stability via “Lockdown”
 - Standards were tightening
- **Core values**
 - Upbeat
 - Special-feeling
 - Confident, optimistic
 - Connected, social
 - Team-players
 - Socially conscious



Oops!



Millennial Childhood in Media

1982 E.T The Extra-Terrestrial

1986 Aliens

1987 Three Men and a Baby

1987 Raising Arizona

1987 Baby Boom

1989 The Little Mermaid

1989 Look Who's Talking

1989 Parenthood

1990 Look Who's Talking Too

1990 Home Alone

1991 Little Man Tate

1993 Three Men and a Little Lady

1993 Searching for Bobby Fisher

1994 The Lion King

1994 Angels in the Outfield

1997 Liar Liar

1998 Rugrats: The Movie

1999 Big Daddy

1999 The Iron Giant

2001 The Princess Diaries

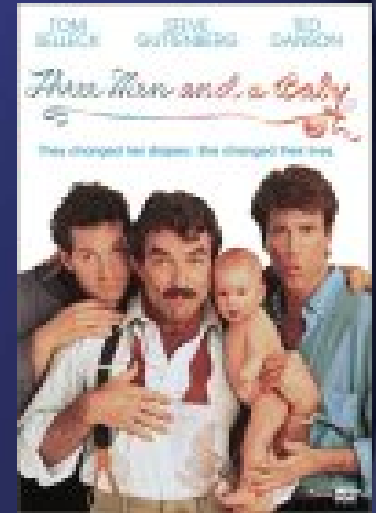
2002 Spy Kids

2001 Monsters, Inc.

2001 Harry Potter

2002 Big Fat Liar

2002 About a Boy



*They changed
her diapers.
She changed
their lives . . .*

➡ (Super)hero Archetype

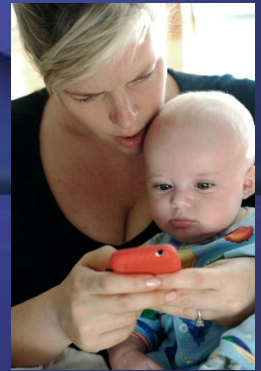
Plurals (2005-?)

ADAPTIVES

- **Childhood = DOWN ERA**
 - Economic bust
 - First generation with > 50% non-Caucasian
 - “Soccer mom” replaced by “Slacker Mom”
 - Parents protectors, not mentors
 - Hyper-polarization of civic space
 - Standards tighten to politeness
- **Core values**
 - downbeat?
 - Virtual = real?
 - Polite?
 - Lonely in a crowd?
 - Grit & slow progress?

?

?



Plural Childhood in Media

2003 Finding Nemo

2004 The Incredibles

2006 Cars

2006 Happy Feet

2008 Wall-E

2008 Kung Fu Panda

2009 Up

2009 Cloudy With a Chance of Meatballs

2010 Diary of a Wimpy Kid

2010 Tangled

2010 How to Train Your Dragon

2010 Despicable Me

2012 Brave

2010 Wreck-It Ralph

2012 Paranorman

2013 Frozen

2014 Minions

2014 Lego Movie

2015 Paddington

2015 Inside Out

2016 Moana

2016 Zootopia

2017 Lego Batman

2017 Coco

2018 Eighth Grade



*Welcome to
the (multicultural)
Urban jungle. . .*

Caveats

1. You are not Your Generation

- **Generational features** are averaged properties of cohorts
- **Individuals** within a generation may vary widely from the norm



**Your personal experience,
kids, friends, etc. are NOT a
good guide to your generation**

It's NOT About You!

2. No Generation is “Bad”

Negative Millennial comments....

- Naïve
- Think Mommy/Daddy will fix it
- No respect for experience
- Think they are evolutionally superior
- Belief in personal superiority
- Lack basic communication skills
- Need constant stroking
- Over-complaining
- Overly-entitled
- Over-sharing
- Can't read a book
- Take any comments as criticism



**Arrogant Millennial
Snowflake!**

But There is Truth in Stereotype

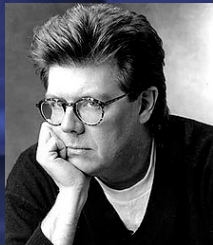
- **Millennials** have very high self-esteem
- **Millennials** have difficulty with “long form” media (i.e. a book)
- **Millennials** take comments as criticism



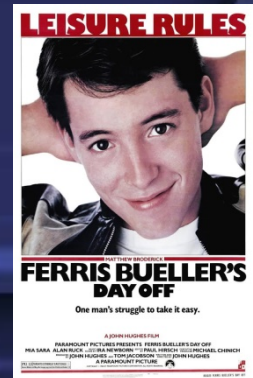
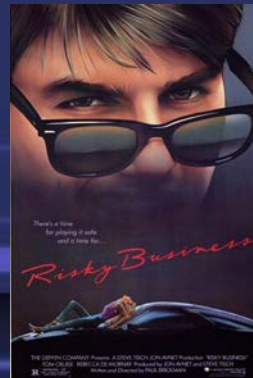
The Same Generational Traits
can be seen as positives – or
negatives

3. Channeling Your Past

- **Creatives** tend to have fewer children & less contact with children
- **Most miss the rise** of a new generation, assuming youth experience = “**me squared**”
- **A few** figure it out (e.g. John Hughes and Paul Brickman with GenX)
- **Most** do not...



These guys figured out Xers First!



Overheard in 2002

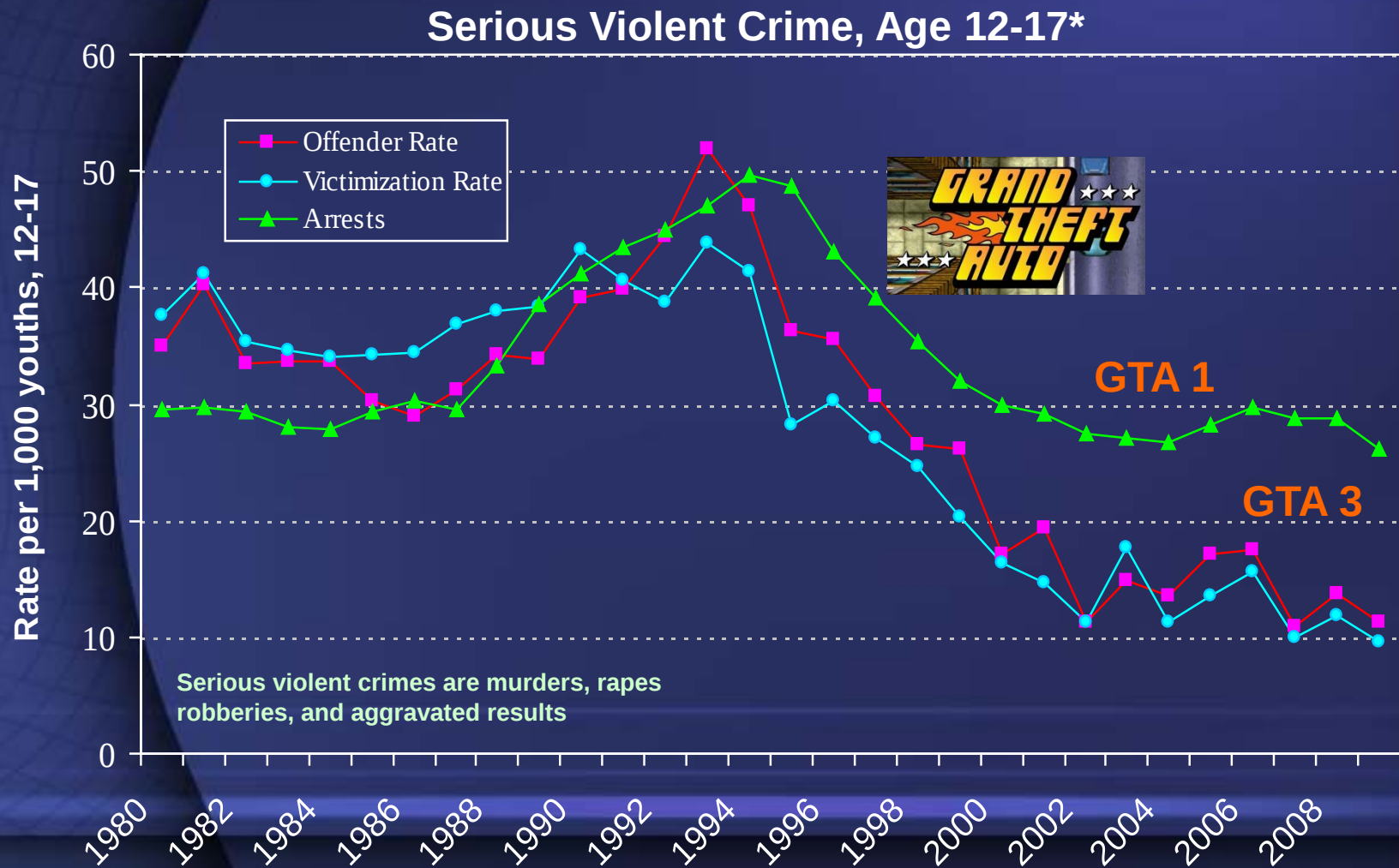


- **Bill Strauss** presents “Millennials and Pop Culture” in Los Angeles seminars, and suggests a bright, busy musical (Busby Berkley) created by a team of optimistic Millennials is the next big thing...
 - **MTV** – Outrageous! We know the kids!
 - **MTV** – Disgusting, and sooooo sexist!
 - **Paramount** – That matches our research, but...
 - **Disney** – We’re jiggy with that!

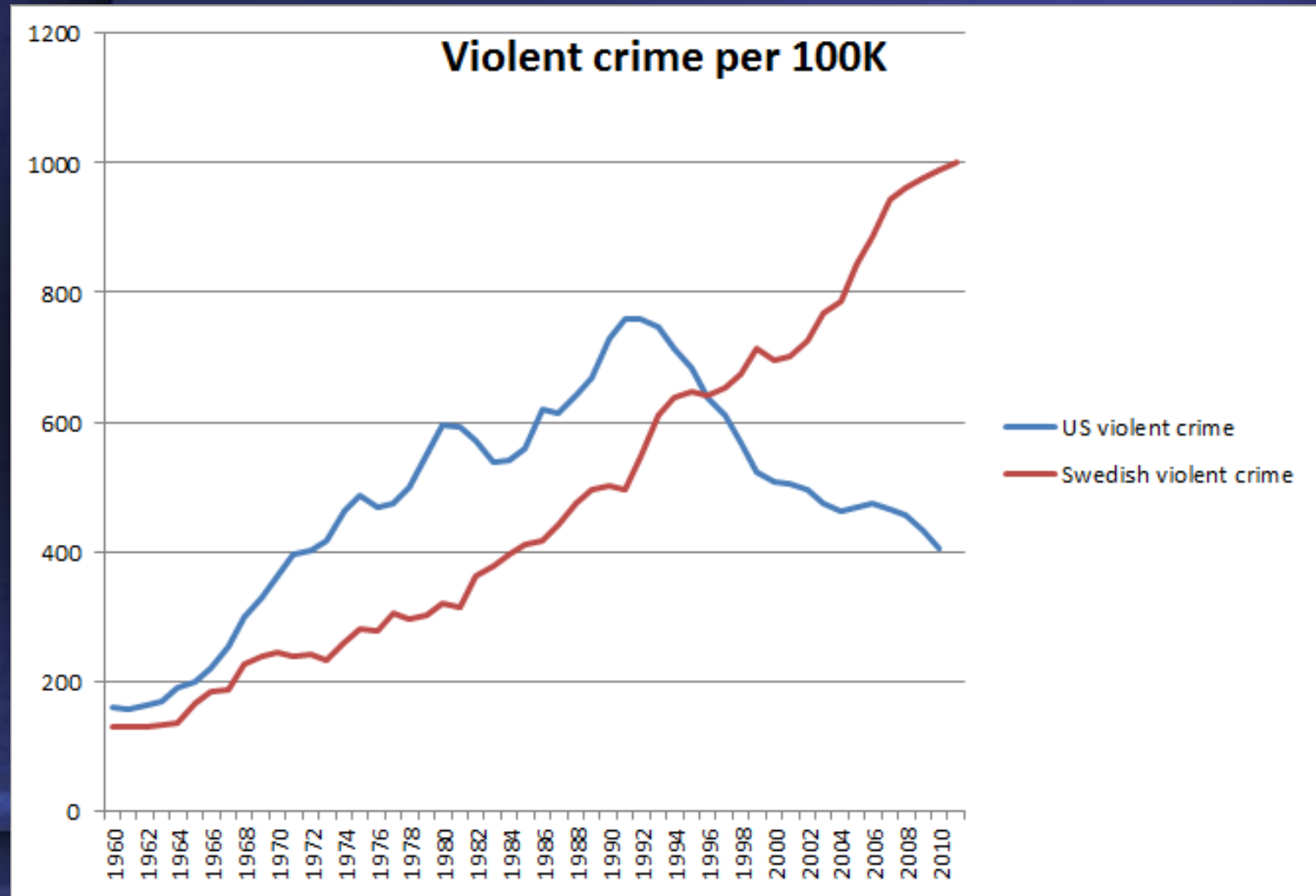


**Millennials and Plurals are
NOT here to finish your
generation's agenda!**

4. Correlation is not Causation



BTW, the USA IS Exceptional



5. You Can't “Change” Gens

- You can't change cohort behavior, only a few individuals at best
- Your “example” polarizes, rather than converts
- You can exploit strengths and adjust for weaknesses for each generation



Generational Trends Millennials

Ages in 2018: 15-36

Millennial Traits Summarized

- According to S & H, Millennials are...
 - SPECIAL (wizards in training)
 - SHELTERED (naïve about real world)
 - CONFIDENT (I can do anything))
 - CONVENTIONAL (rules, authority have value)
 - TEAM-PLAYER (social group most important)
 - PRESSURED (work, work, work...)
 - ACHIEVING (value society's rewards)

 Superhero, not Anti-hero!

Helicopter Parents

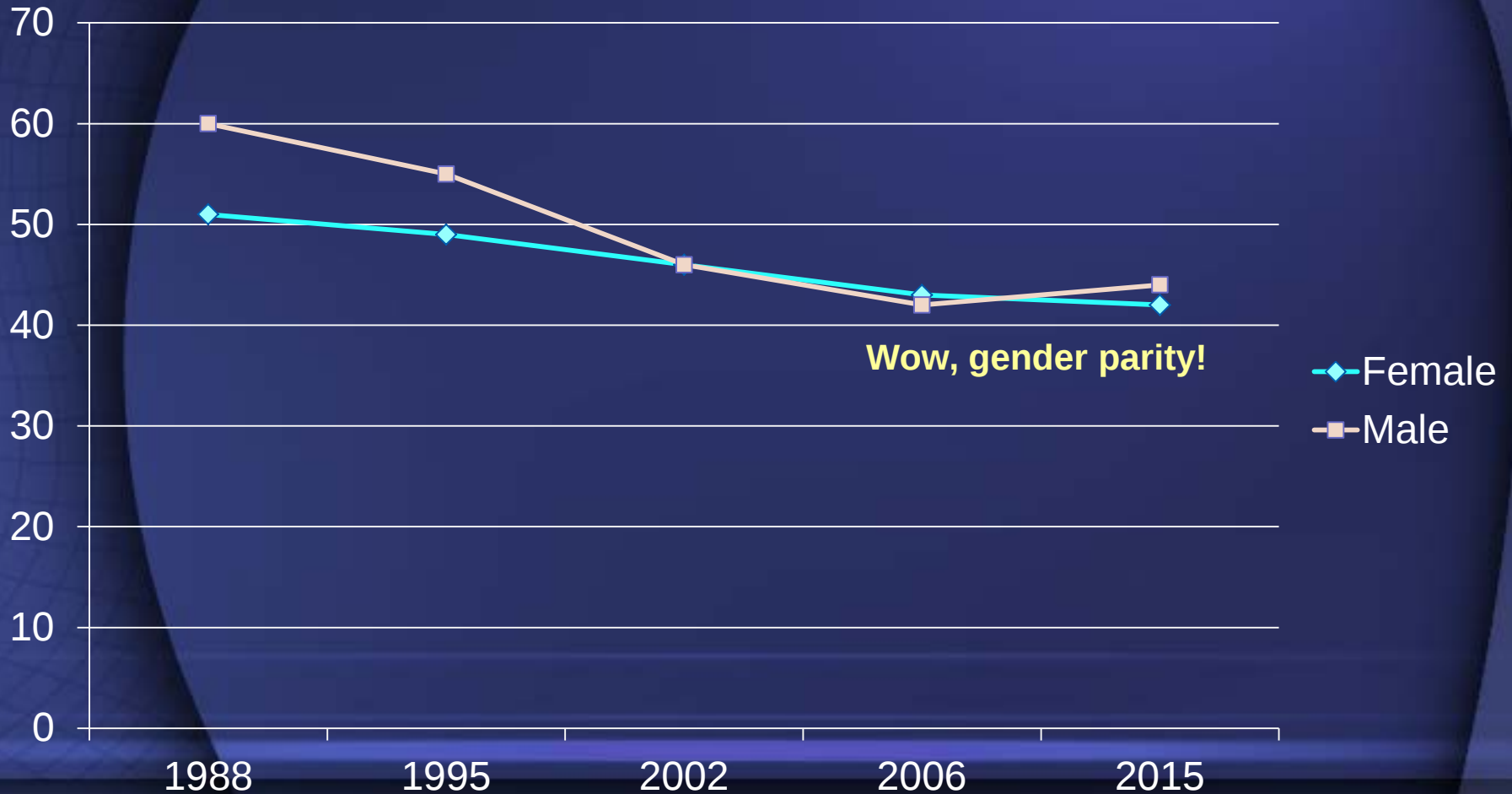


“...Jessica Wolf is being watched. Every homework assignment she turns in, every class she attends, every test the 15-year-old sophomore takes at Sabino High School, her mother, Tina, can simply log on to her home computer and check her daughter's academic progress....via the Tucson Unified School District's parental-access system, an online network that allows parents to track attendance and grades and e-mail teachers.

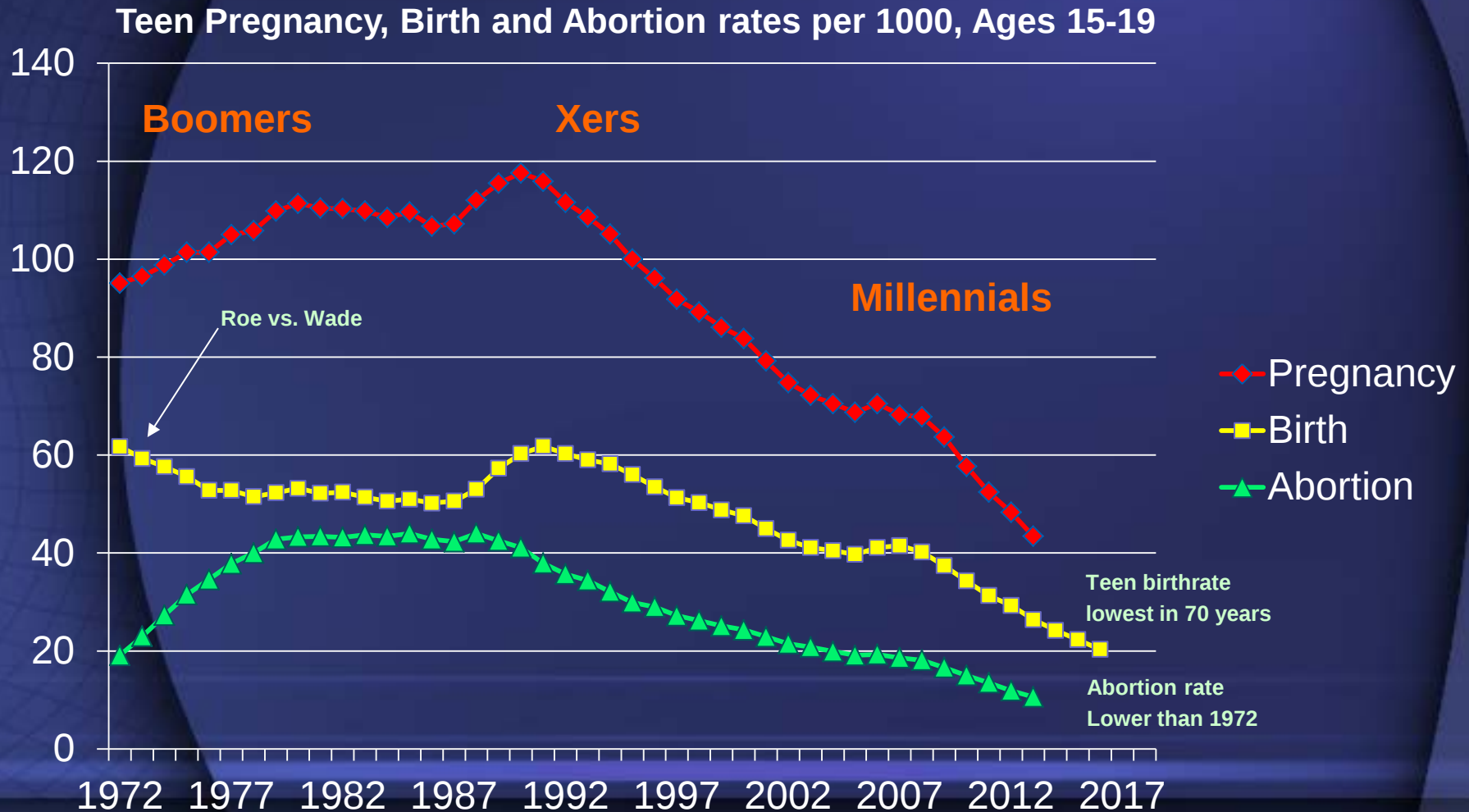
At some other local schools, parents can even check what their kids buy for lunch...”

Millennial Sexual Activity

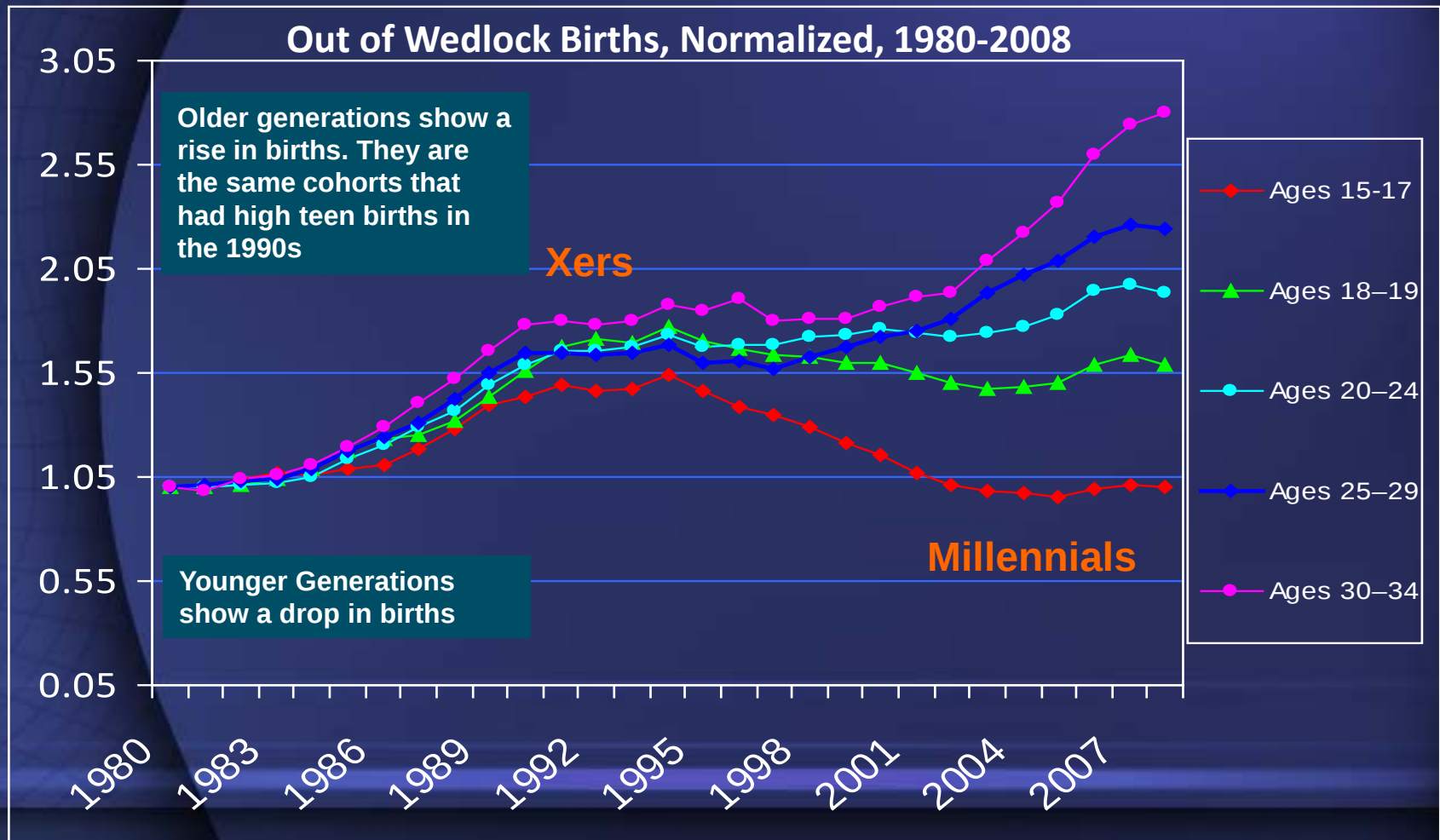
Any Sexual Activity 15-19



Teen Moms by Generation



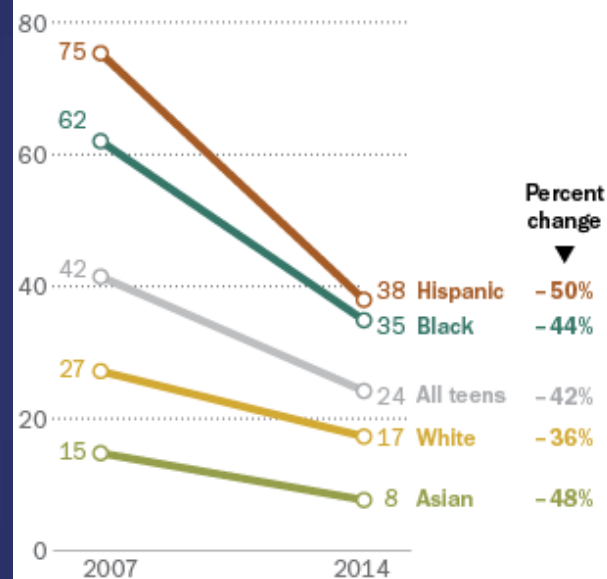
Out of Wedlock – Relative



Since You Ask...

Birth rates among nonwhite teens declined more than among whites

Births per 1,000 females ages 15-19, 2007-2014

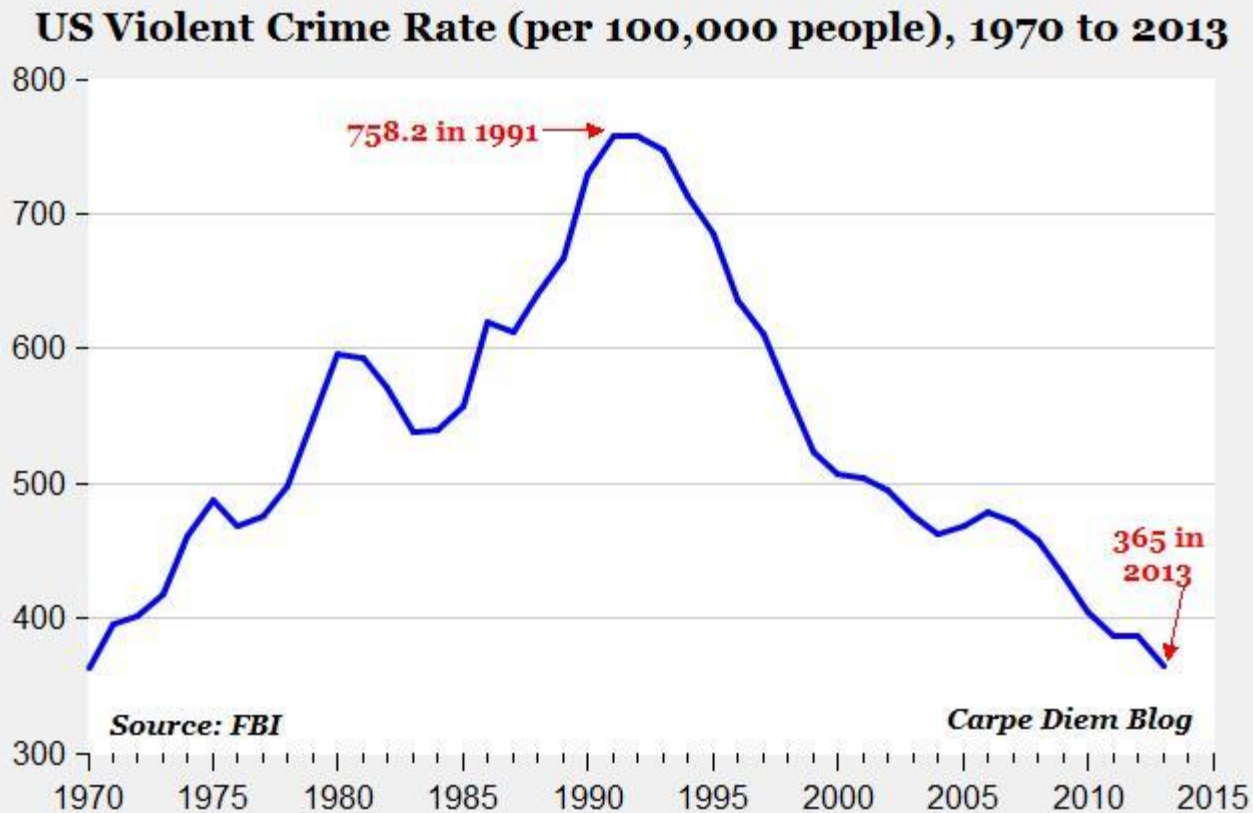


Note: Teens younger than 15 not included. These data only account for live births and do not include miscarriages, stillbirths or abortions. Hispanics are of any race. Blacks and whites include only non-Hispanics. Asians include Pacific Islanders.

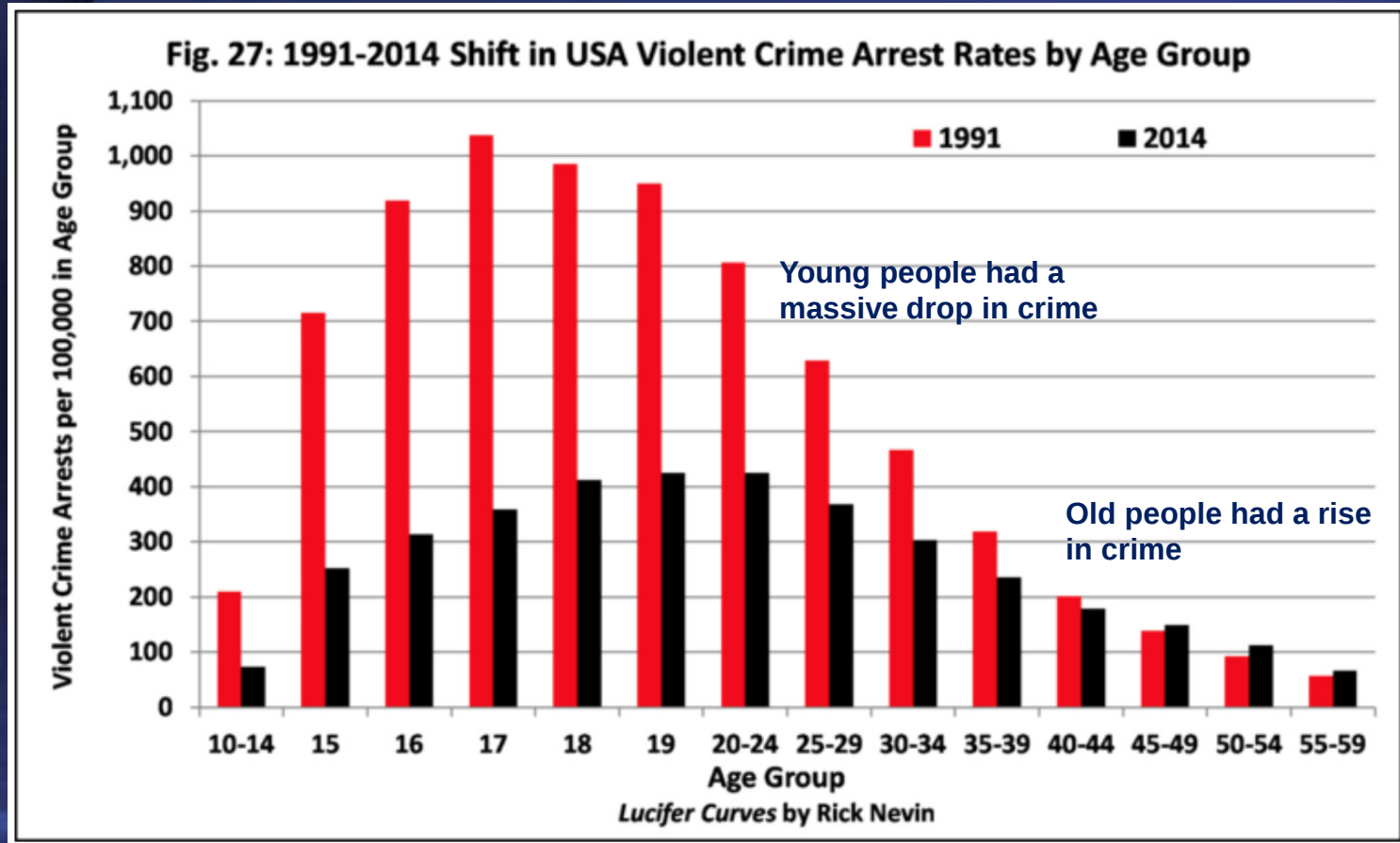
Source: National Center for Health Statistics published data.

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BTW, US Crime is Generally Falling

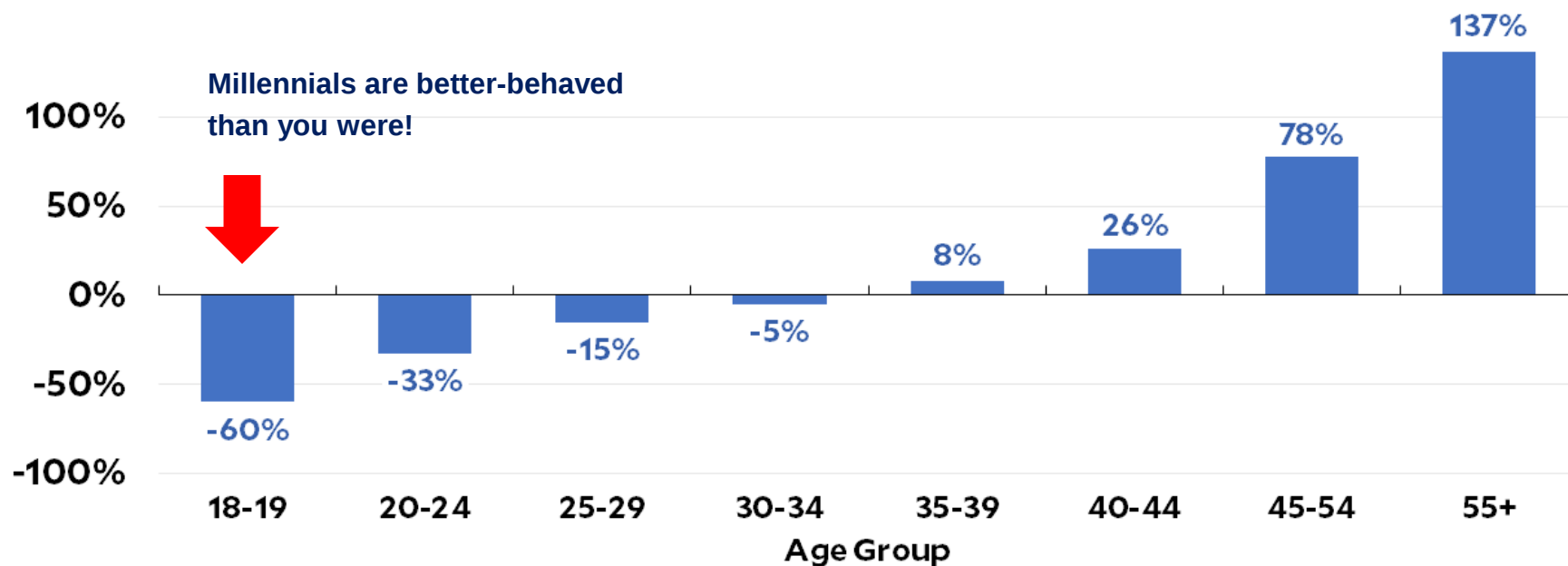


Millennial Crime Falls Faster



Fewer Millennials in Jail

Change in Imprisonment Rate by Age Between 1999 and 2014

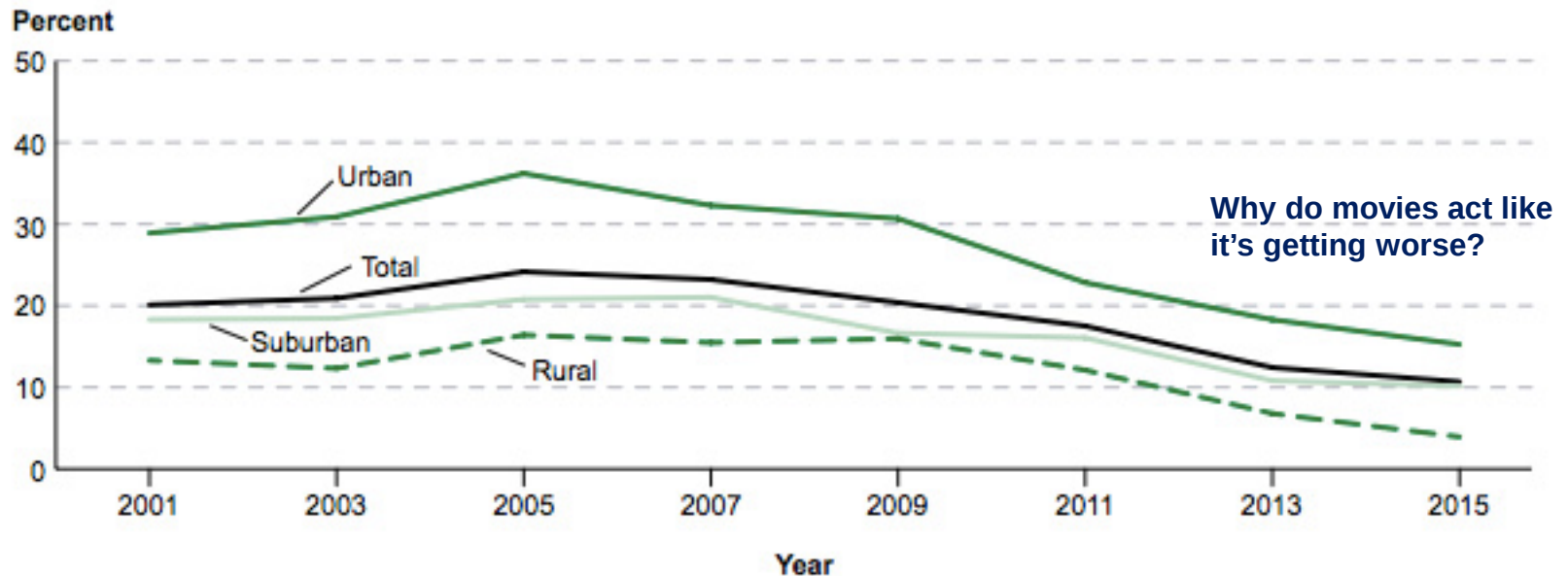


Source: Mike Males

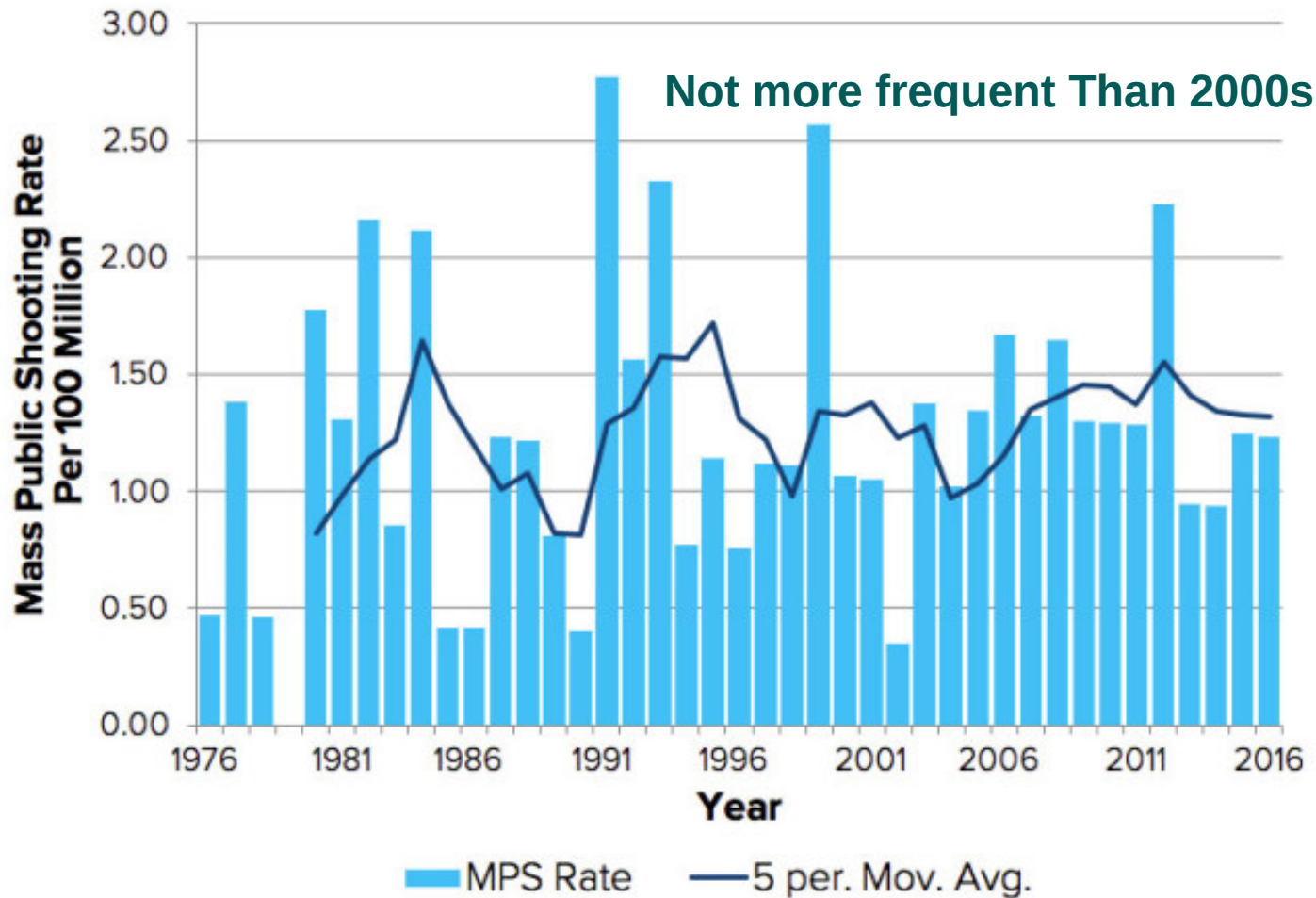
Mother Jones

Fewer Gangs

Figure 8.1. Percentage of students ages 12–18 who reported that gangs were present at school during the school year, by urbanicity: Selected years, 2001 through 2015



School Shootings (all)



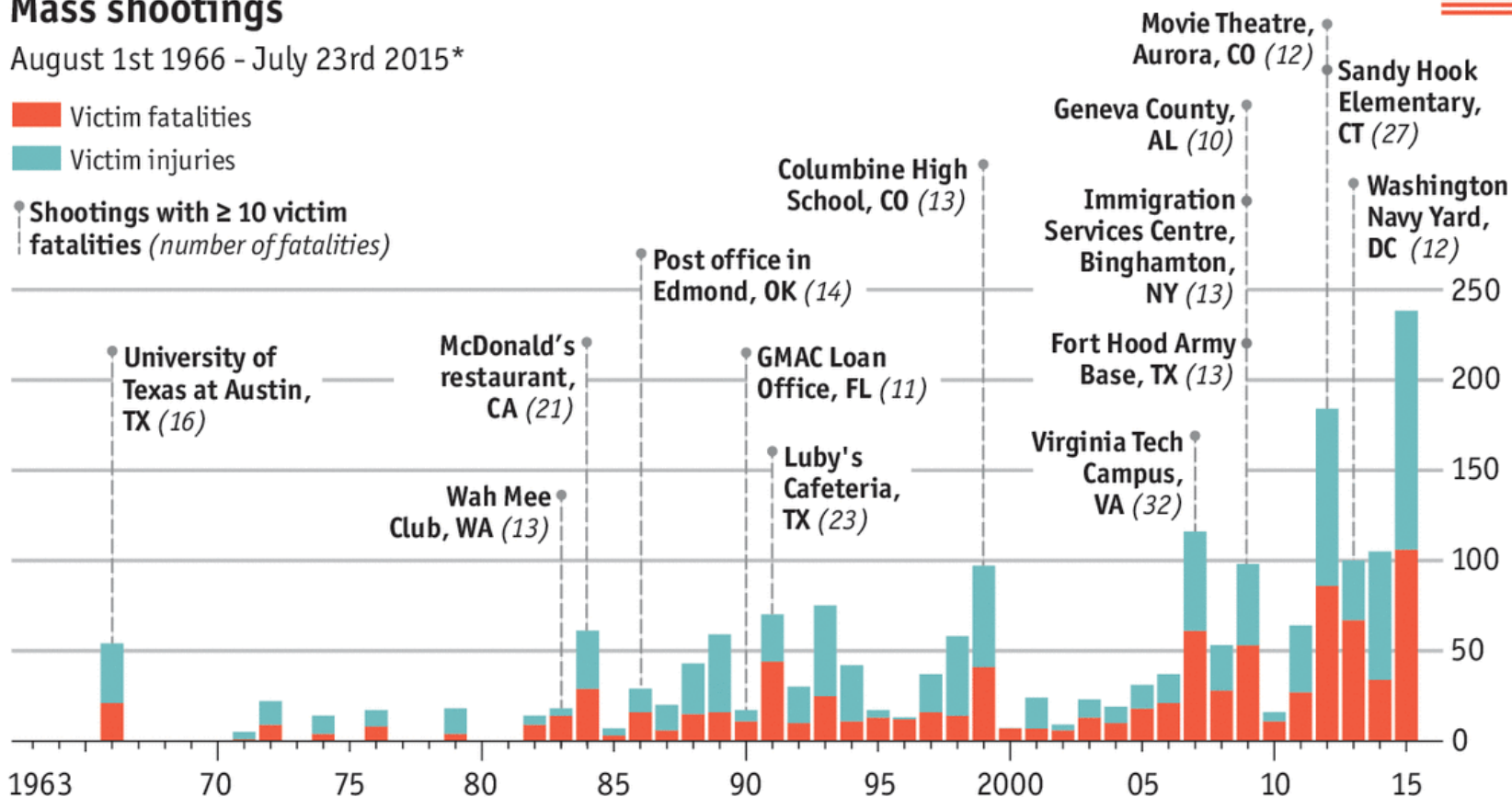
School Shootings II (mass)

Mass shootings

August 1st 1966 - July 23rd 2015*

Victim fatalities
Victim injuries

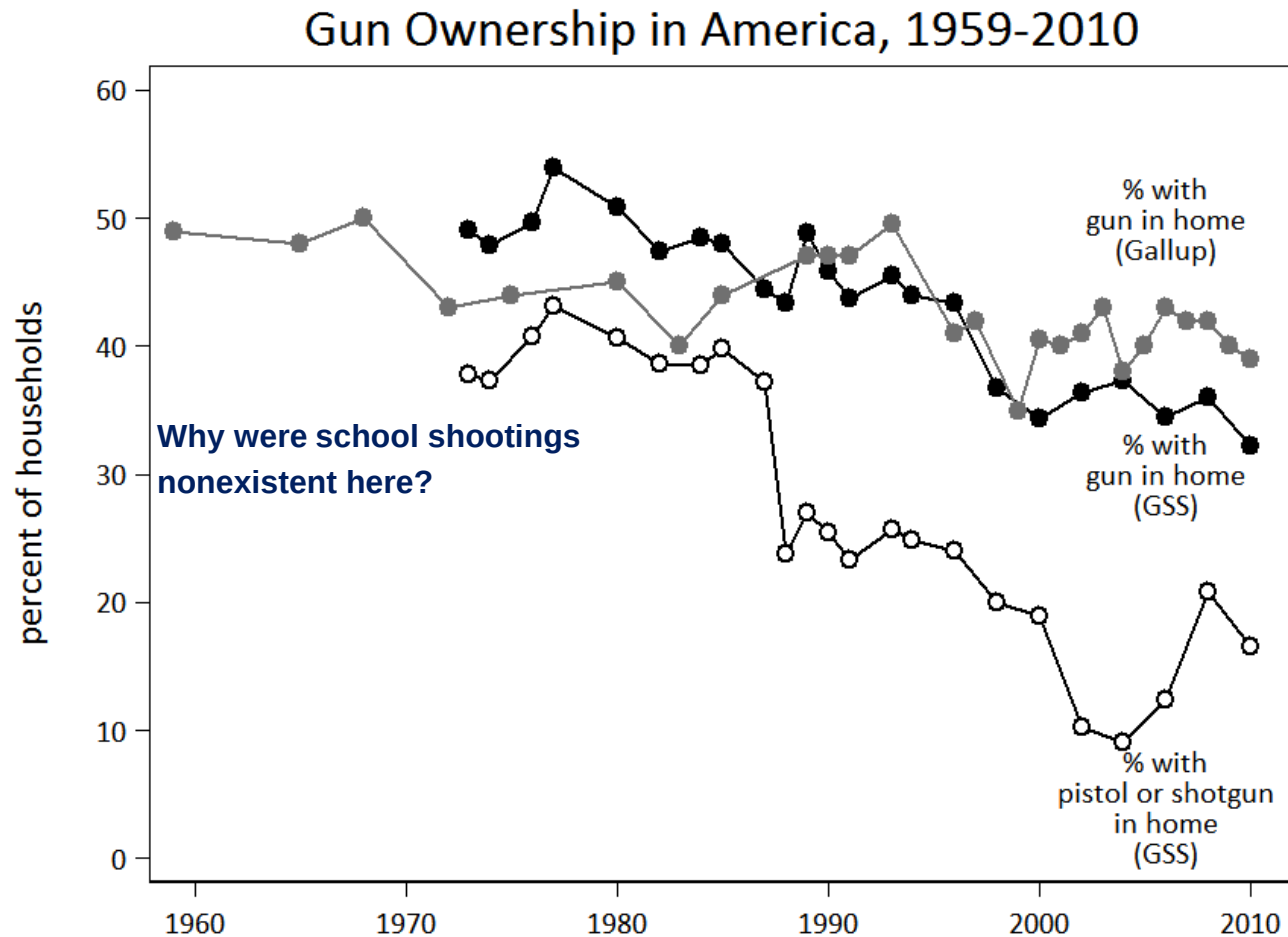
Shootings with ≥ 10 victim fatalities (number of fatalities)



Source: Stanford Geospatial Centre

*Shootings with three or more victims; not comprehensive

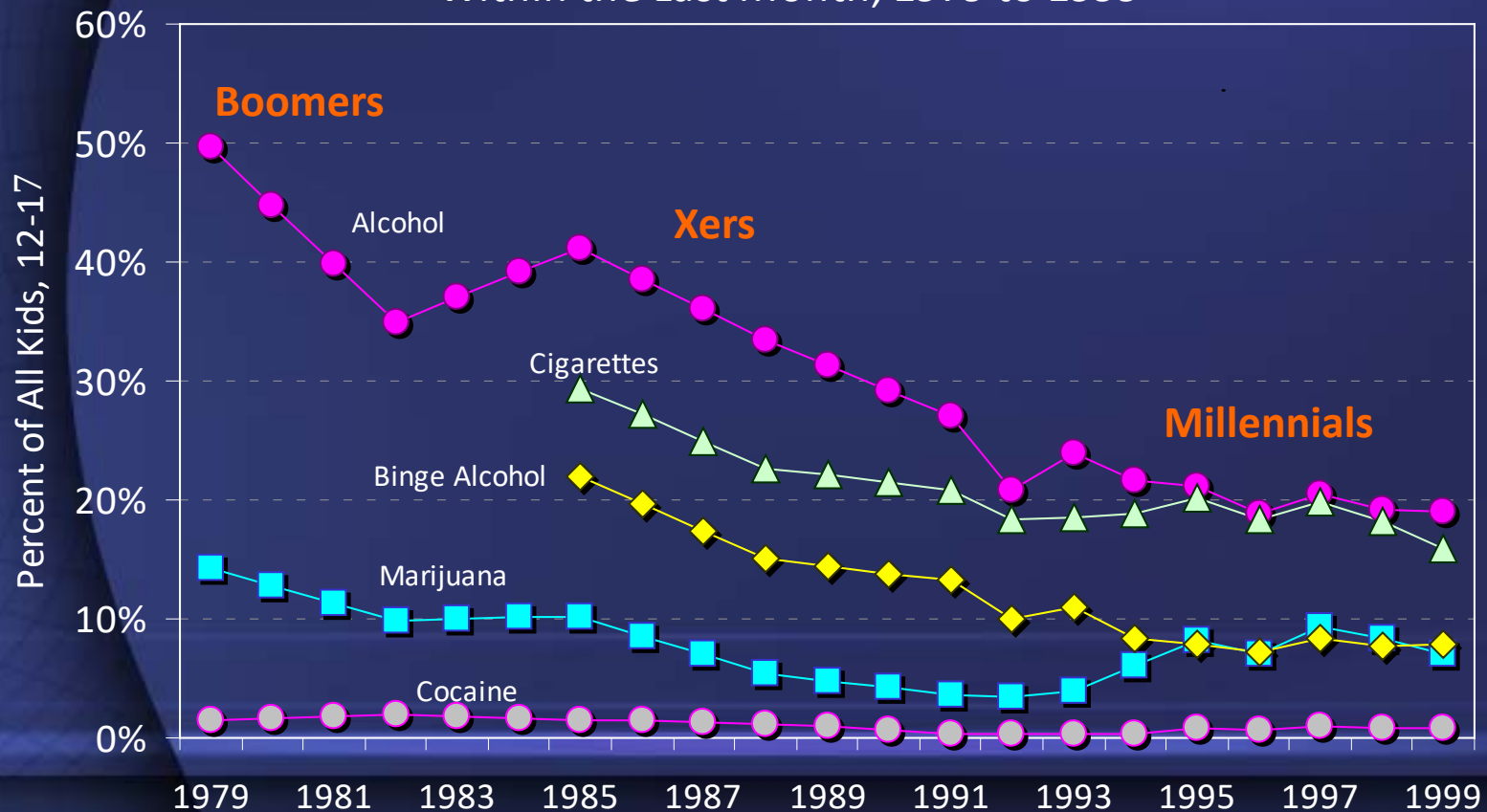
BTW, Gun Ownership is Falling



Source: Gallup Poll; General Social Survey.

Drug Use by Generations

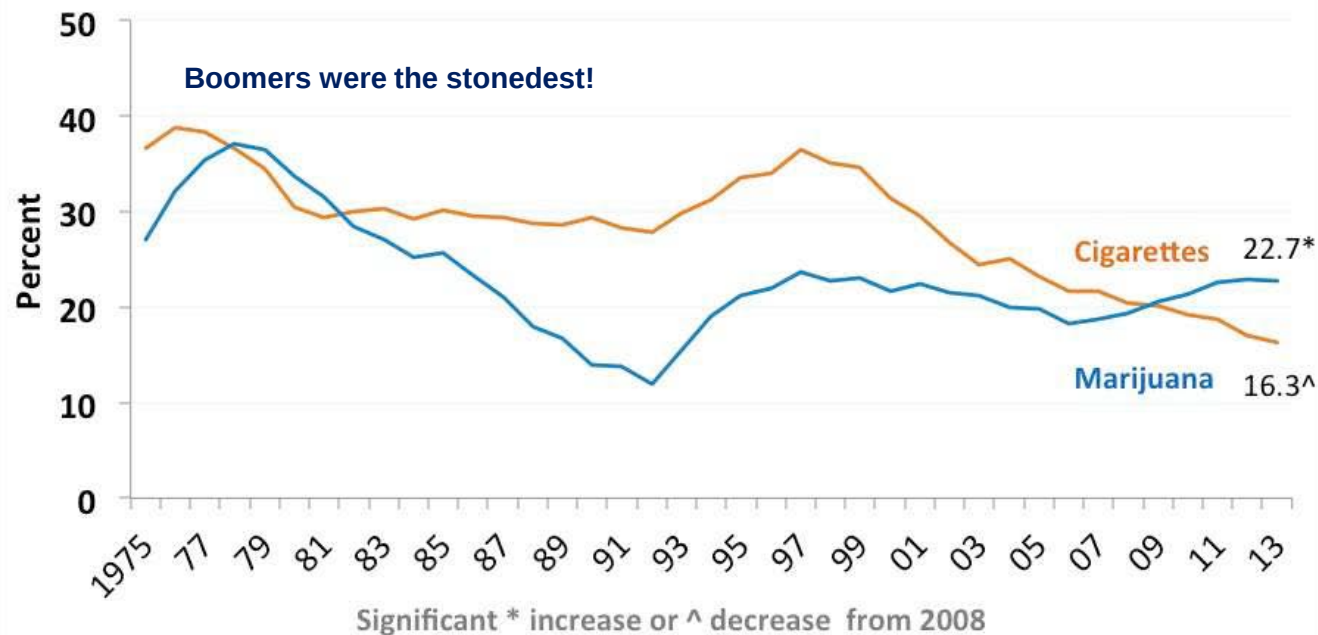
Share of Teens Aged 12-17 Having Specified Drug
Within the Last Month, 1979 to 1999



Source: U.S. Substance Abuse and Mental Health Services Administration (1999)

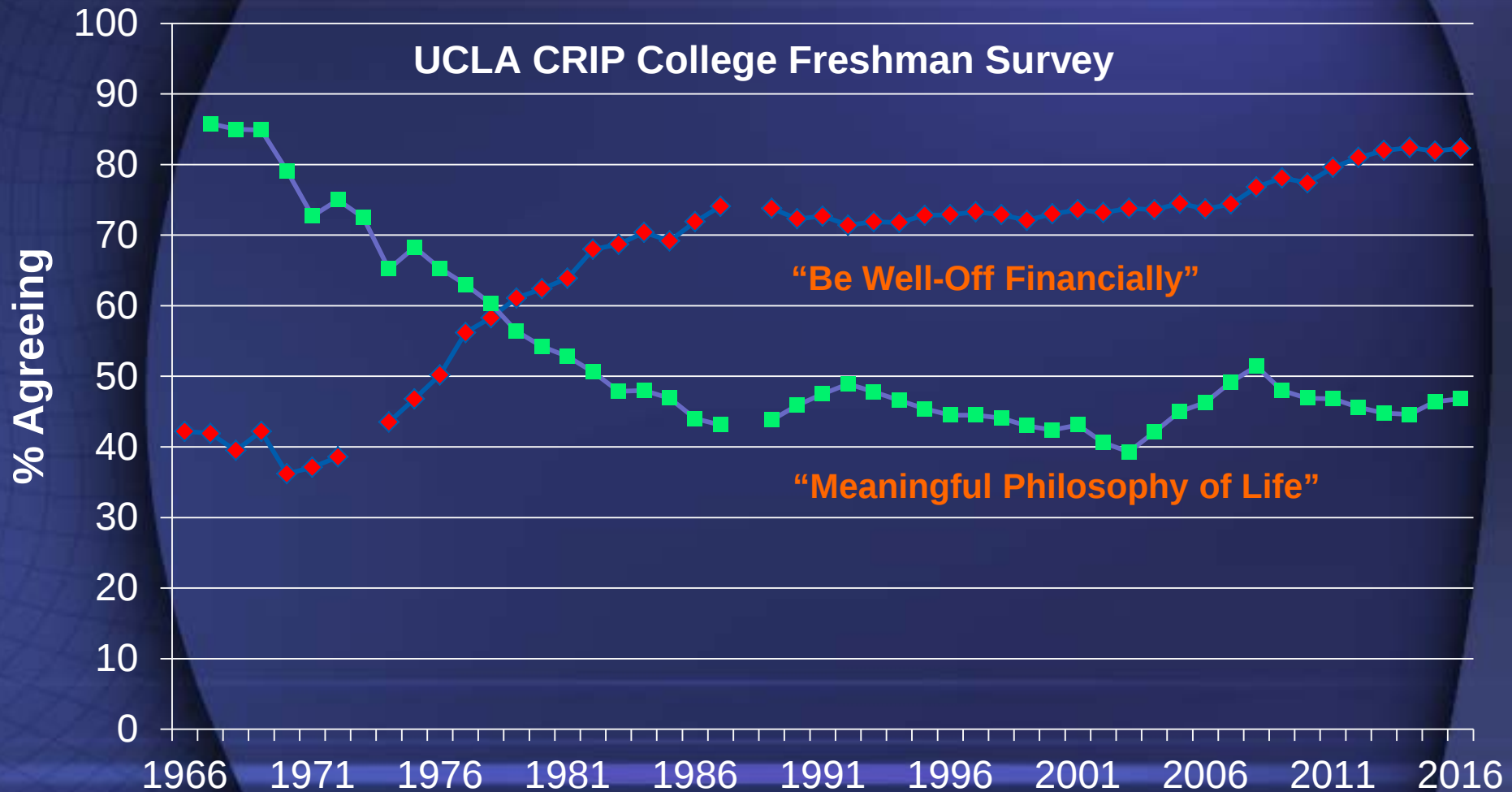
More on Drug Use

Past Month Use of Cigarettes and Marijuana among High School Seniors, 1975-2013



Source: University of Michigan, 2013 Monitoring the Future Study

Outer vs. Inner Values

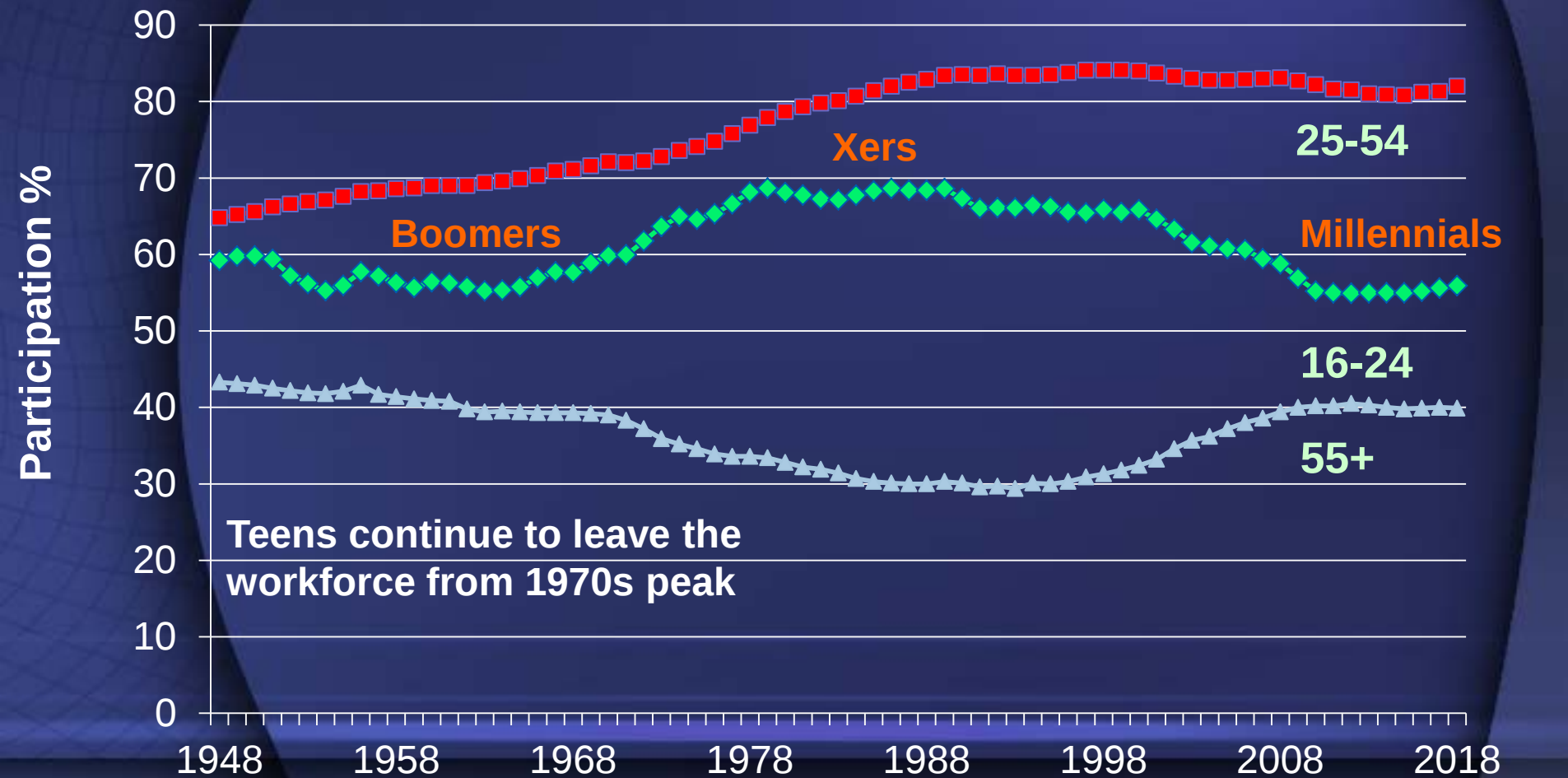


Delayed Adults?

- **Less than ½ of Millennials** have ever held a job before reaching college
- **Millennials** are just beginning to buy their first cars
- **More Millennials** depend on their parents before and after graduation for support

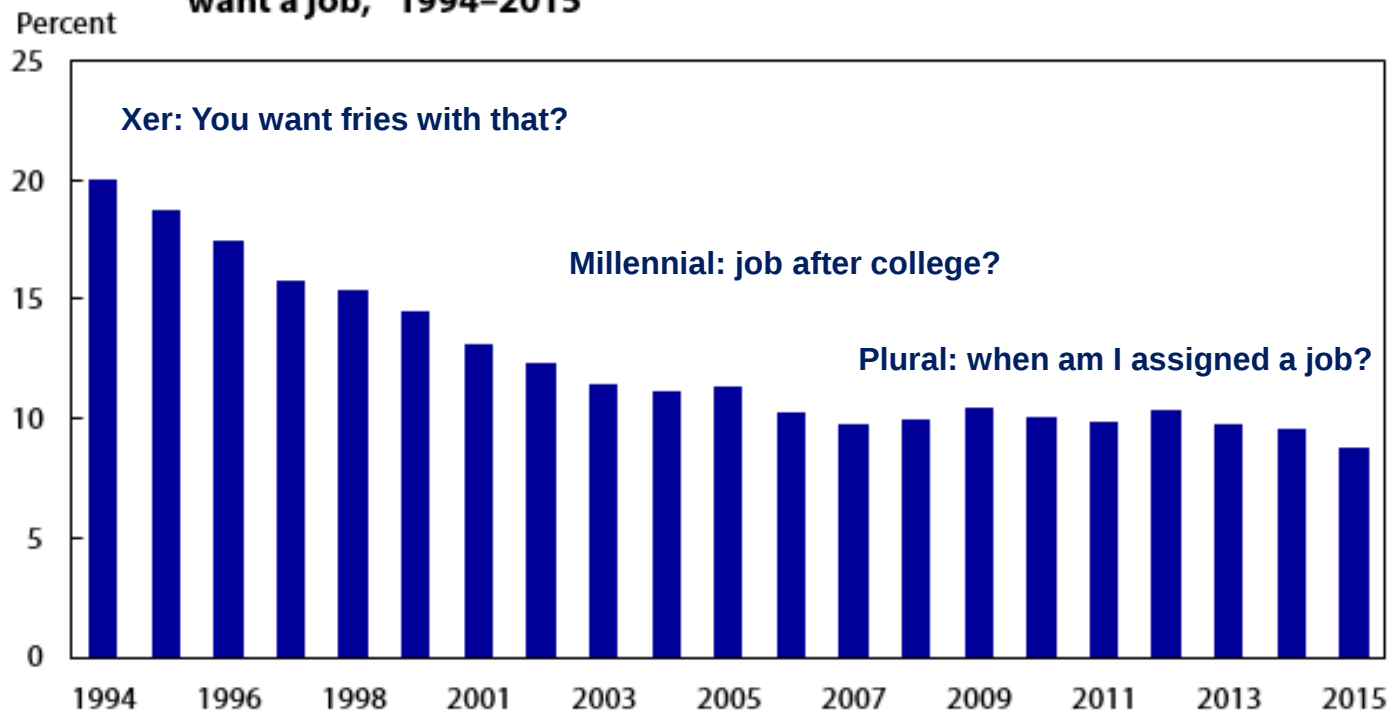


Teen Labor Force Participation



Want a Job?

Figure 8. Percentage of teens ages 16–19 not in the labor force who say they "want a job," 1994–2015



Source: U.S. Bureau of Labor Statistics, Current Population Survey.

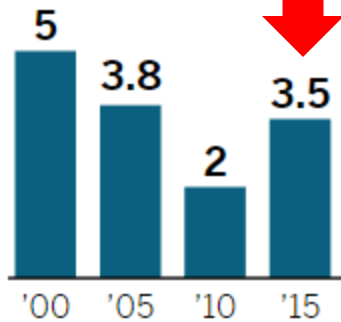
Car Ownership

Vehicles purchased per 100 people per year

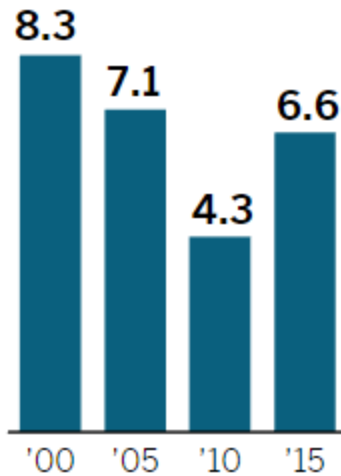
By age group

16-34 years

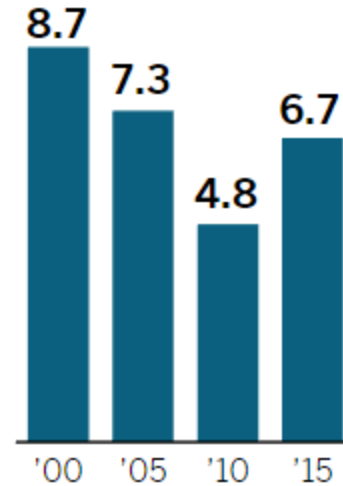
Small Millennial uptick



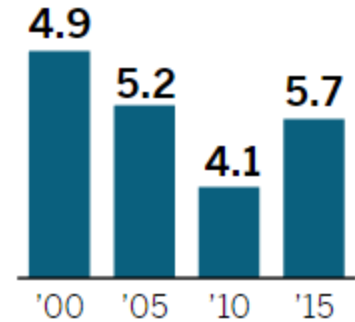
35-49 years



50-54 years



55 or older



Source: Federal Reserve

DANIEL WHEATON U-T

<http://www.latimes.com/business/autos/la-fi-hy-millennials-cars-20161223-story.html>

Social Norm vs/ “Inner Compass”

Older generations have a feeling (excitement, sadness), and call a friend to share...

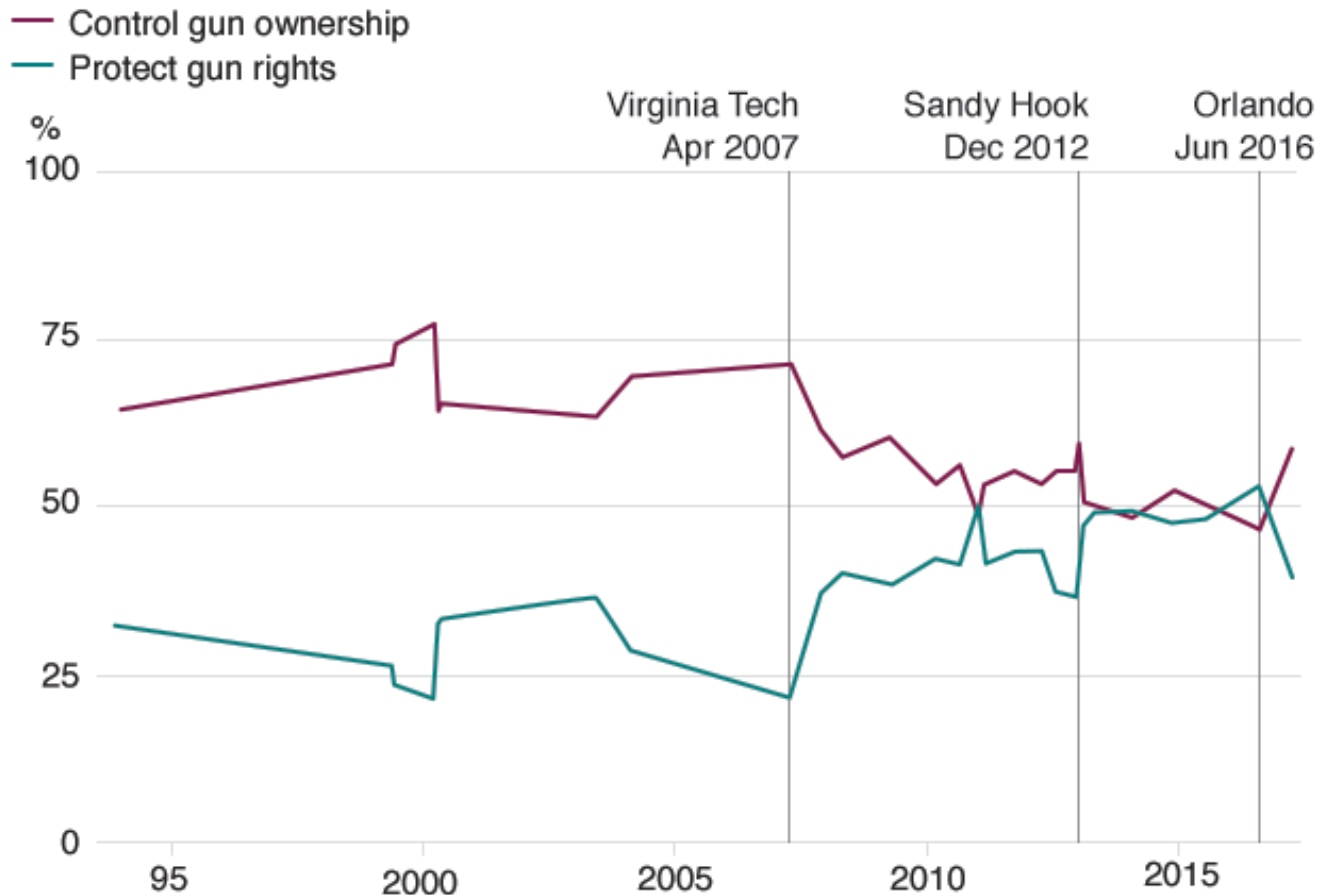
Millennials call a friend to get their next feeling...

Millennials consult the group to know what to think/feel next! – Sherri Turkle, MIT



New Social Norms

Changing attitudes of 18 to 29-year-olds in the US



Source: Pew Research Center

BBC

Everything is Negotiable

"...Older people use their mobile phones to "micro-co-ordinate" with partners during the day in order to run their errands more efficiently and ... younger people, who have never known paper diaries or an unconnected world, micro-co-ordinate in order to avoid committing themselves to any fixed meeting time, location or person at all. After all, a better opportunity might yet present itself...

-The Economist," Homo Mobilis, April 10, 2008



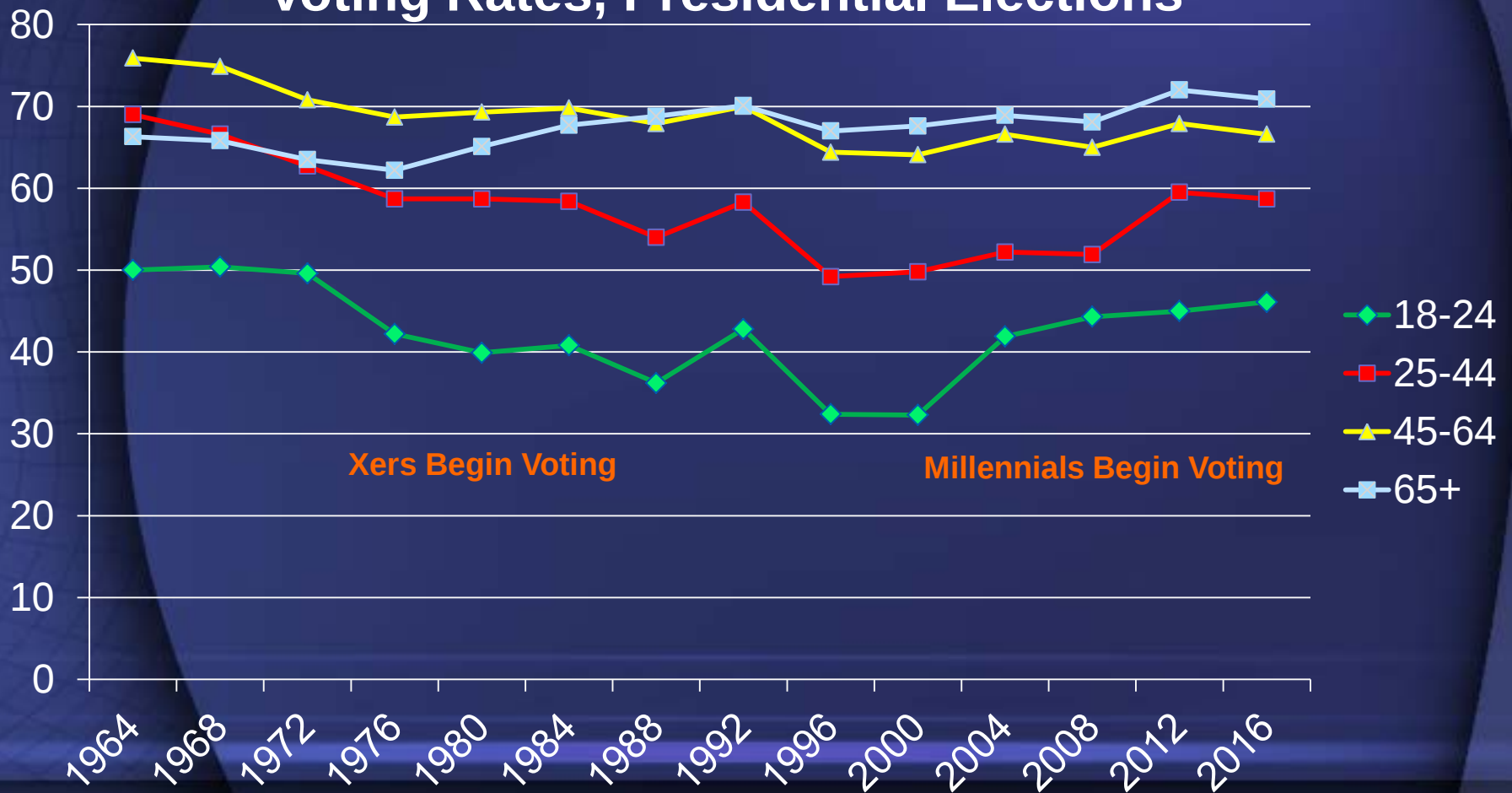
The Shallows



- “The Shallows” (Nicholas Carr)
 - Millennial reality is transactional, rather than conceptual
 - Network technology replaces focused thought with ADD-like management of fast data streams
- Millennials are...
 - Good at sorting, organizing, collaborating
 - Poor at meaning, deep thought, long focus on a single task

Civic Engagement

Voting Rates, Presidential Elections

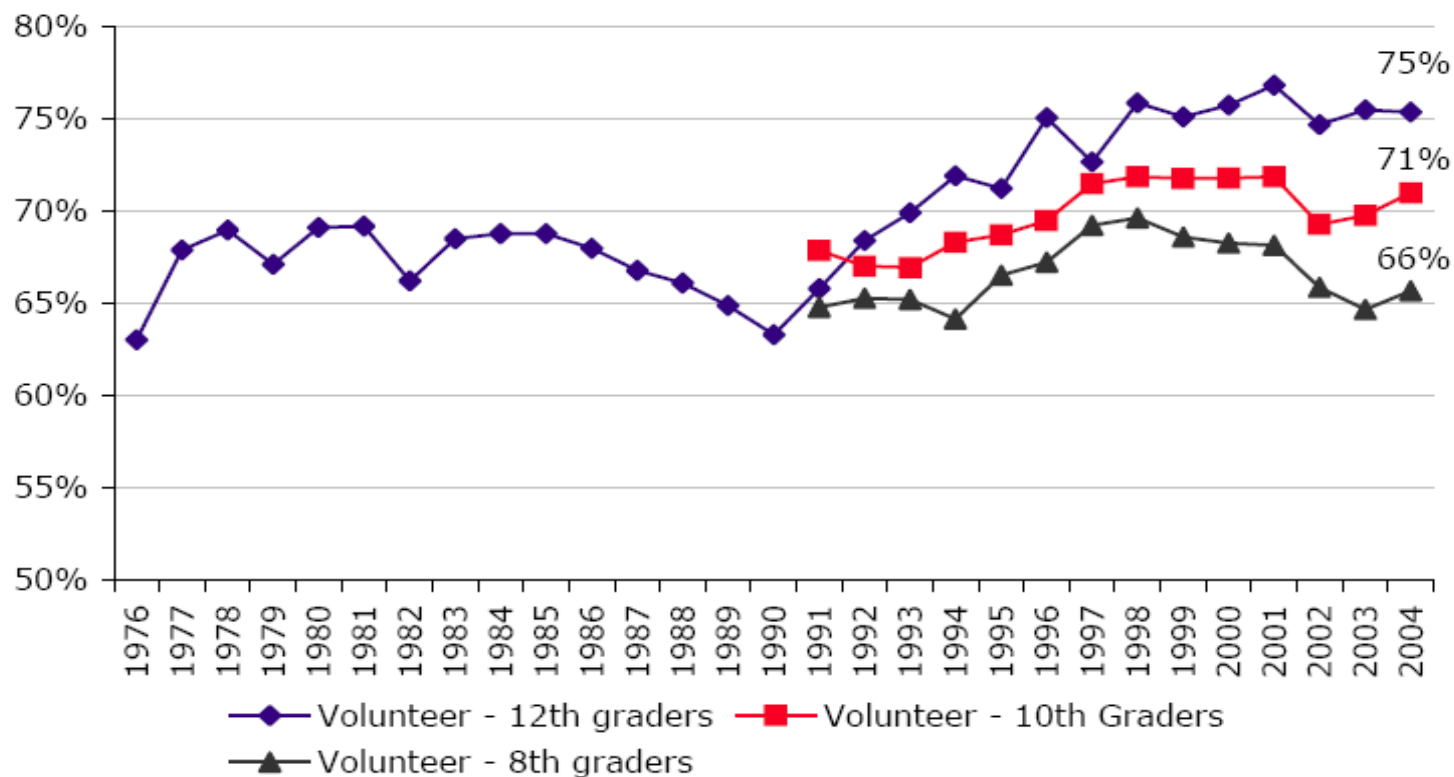


Millennial Trends - Volunteerism

• Youth volunteer activity, 1976-2004

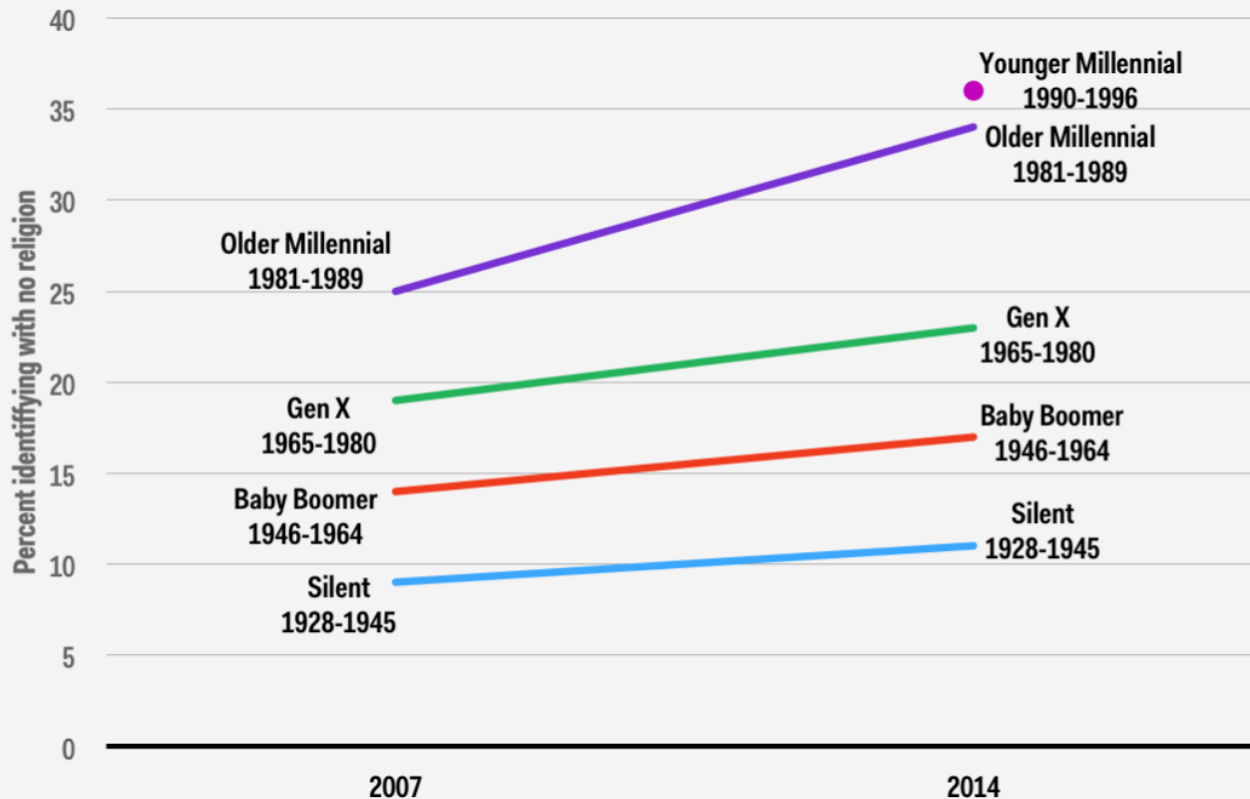


**Figure 3: Volunteering in the Past Year
Among 8th, 10th and 12th Graders**



Source: Monitoring the Future, 12th grade, 10th grade and 8th grade surveys, 1976 to 2004.

“No Religious Affiliation”



Source: Pew Research Center, “2014 Religious Landscape Study”

BUSINESS INSIDER

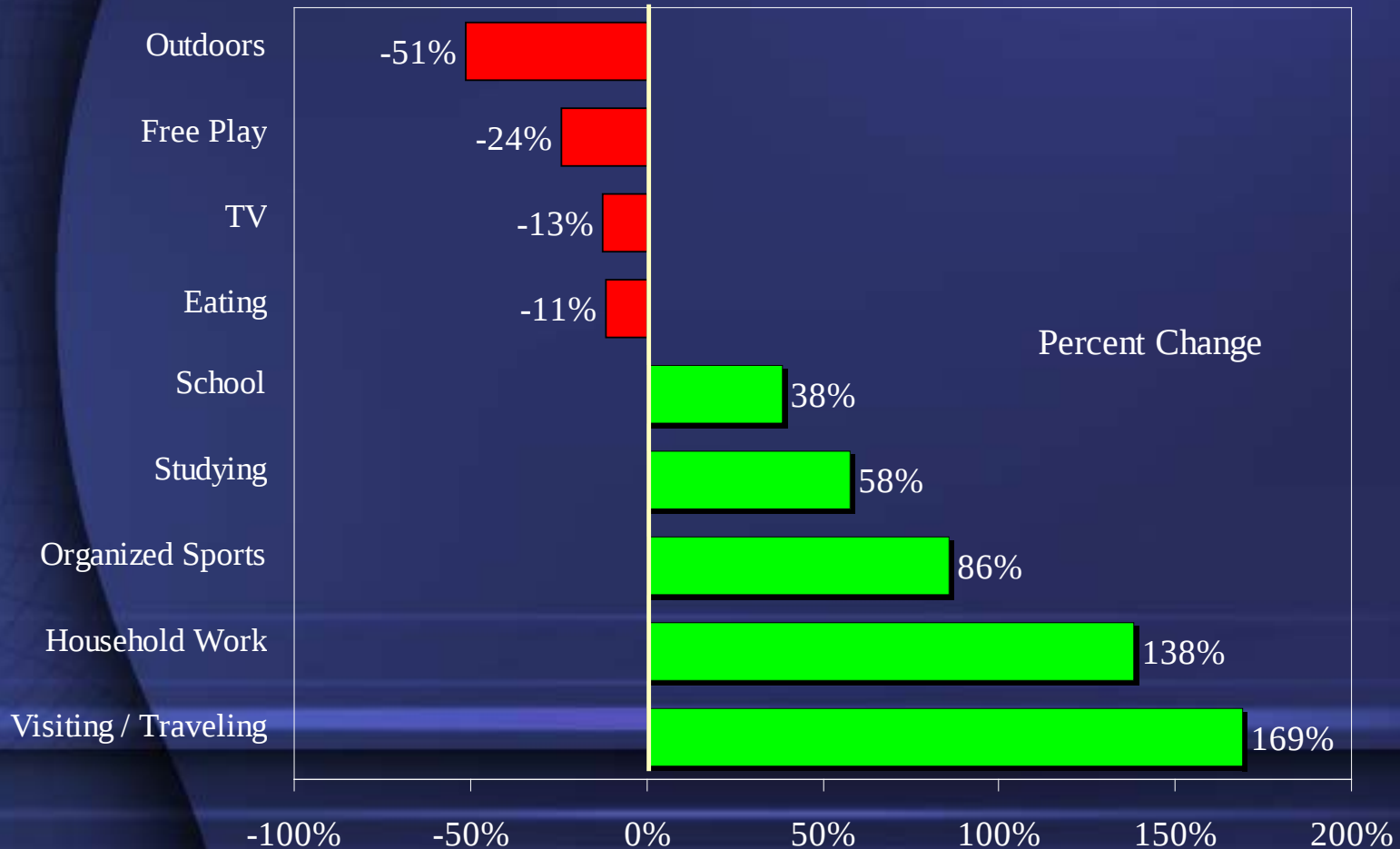
**However, most Millennials label themselves “spiritual”
and atheism remains rare**

Millennial House of Worship



Generation Sloth

Weekly Hours of Children Aged 3-12, by Activity Percent Change, from 1981 to 1997



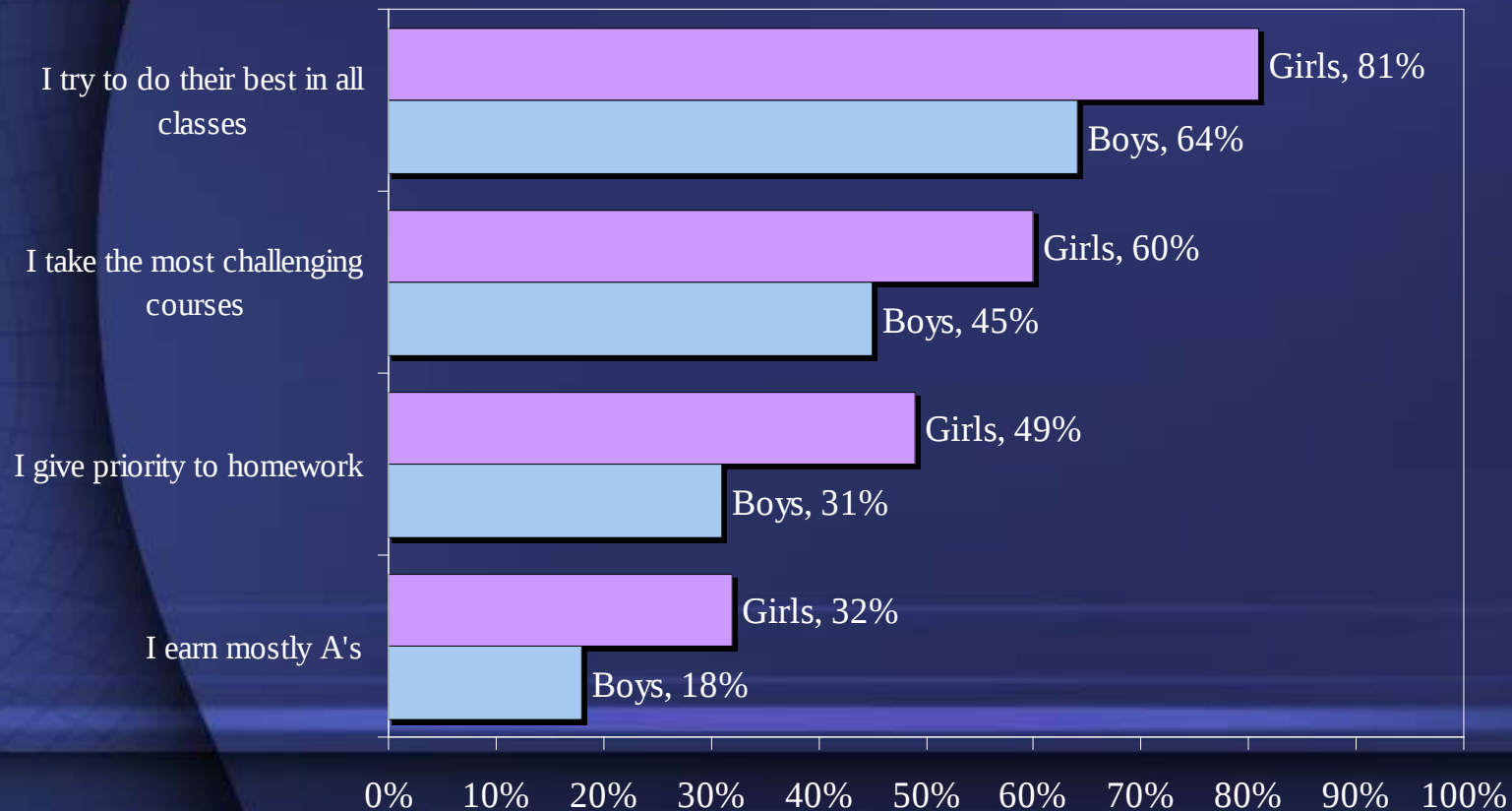
Source: Institute for Social Research, University of Michigan (1999)

Negative Health Trends

- A growing number of Millennials have documented disabilities
- Millennials take drugs to get “better” (Boomers took drugs to get worse)
- Lack of physical activity = obesity
- Millennials could be the first US generation with a lower life expectancy than its parents

Girls Rule...

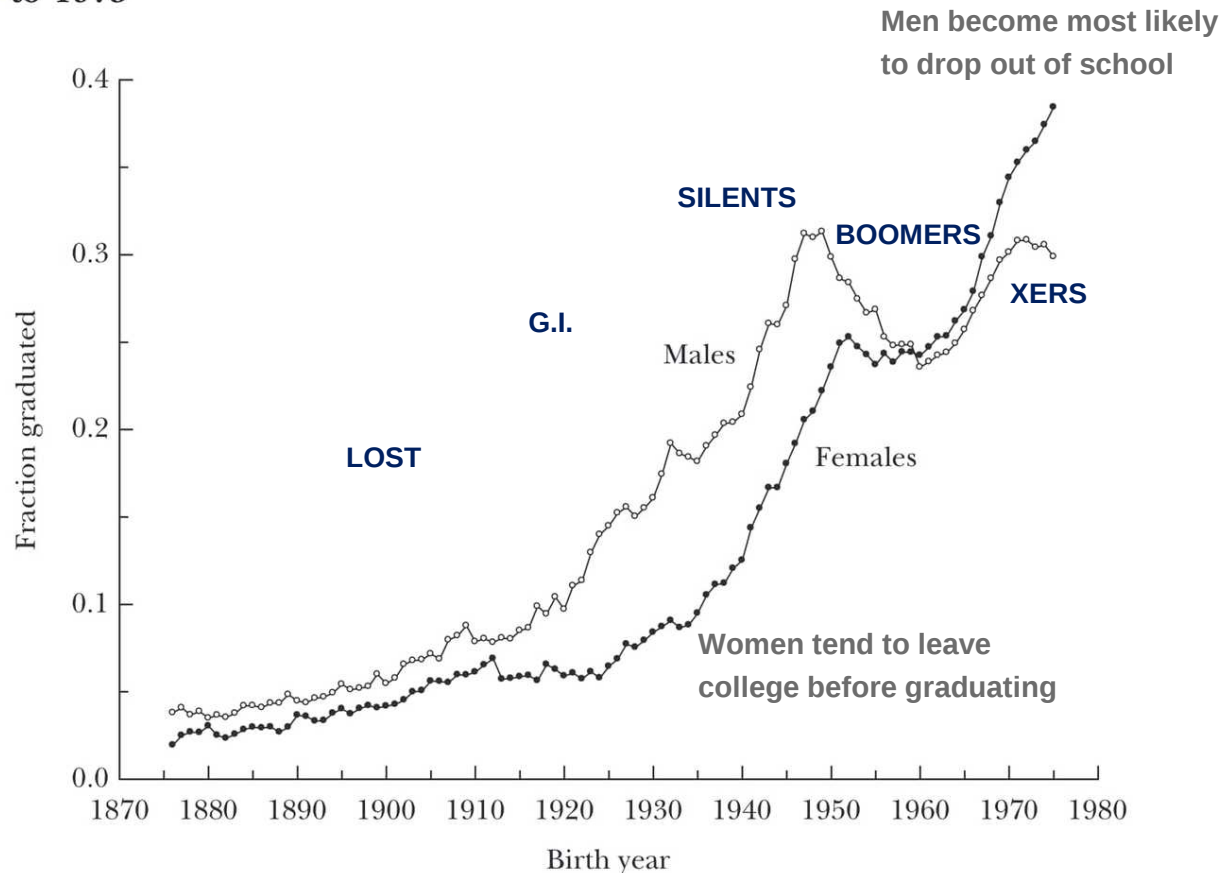
Survey of Students Aged 14-18 in 1998-99, Answers by Gender



Boys Drool (for a while)...

Figure 1

College Graduation Rates (by 35 years) for Men and Women: Cohorts Born from 1876 to 1975



Sources: 1940 to 2000 Census of Population Integrated Public Use Micro-data Samples (IPUMS).

Growing Gender Gap in College

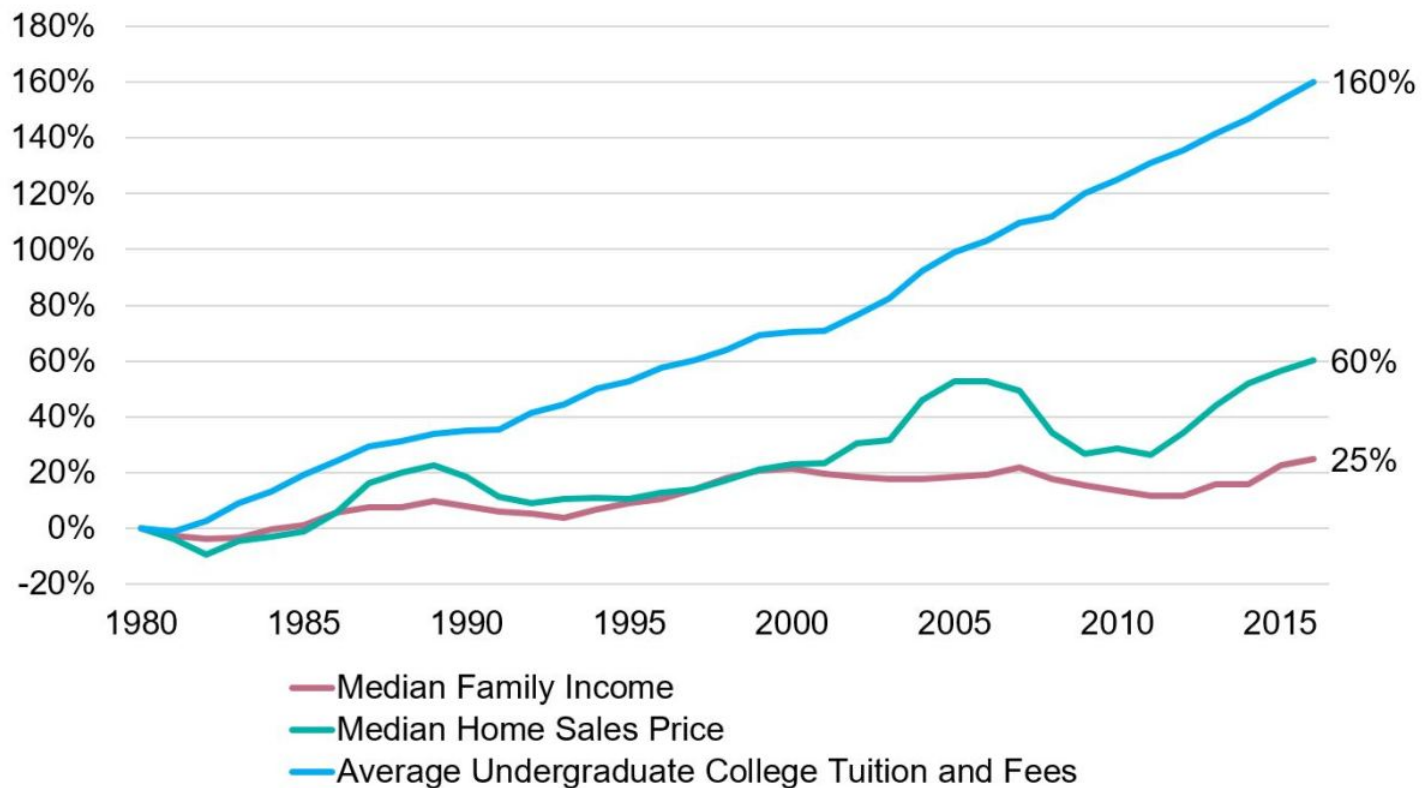
College “gender gap” by age, 1st wave Millennials

	Low-income (Less than \$30,000)			Middle-income (\$30,000 to \$69,999)			Upper Income (\$70,000 or more)		
	1995-96	1999-00	2003-04	1995-96	1999-00	2003-04	1995-96	1999-00	2003-04
White	46	42	42	50	46	43	52	48	49
Black	32	36	36	48	42	42	41	48	48
Hispanic	43	43	39	46	51	42	50	52	49
Asian	53	51	47	57	48	50	52	54	51
All	44	42	40	50	47	44	51	48	49
Data: U.S. Department of Education, National Center for Education Statistics, National Postsecondary Student Aid Studies, 1995-96, 1999-2000, 2003-04									
Income ranges adjusted for inflation to 1995-96 dollars; Source: ACE Center for Policy Analysis									

Generation Debt

Since 1980, tuition has grown 6.5x faster than income

Percent growth in college tuition, home prices, and incomes: 1980-2016



Sources: Census; BLS; NCES

Millennial Take-Home

- Better social behavior
- Adulthood delayed (but ultimately will happen)
- Specialness (from entitled to snowflake)
- Conventional NOT “edgy”
- Inclusive, increasingly diverse
- Social norming (edge pulled to center)
- Less sex, drugs, rock and roll
- Pragmatic, not conceptual
- Team/social consensus, versus a “third eye” or “inner voice”

Generational Trends Plurals

Ages in 2018: 0-14

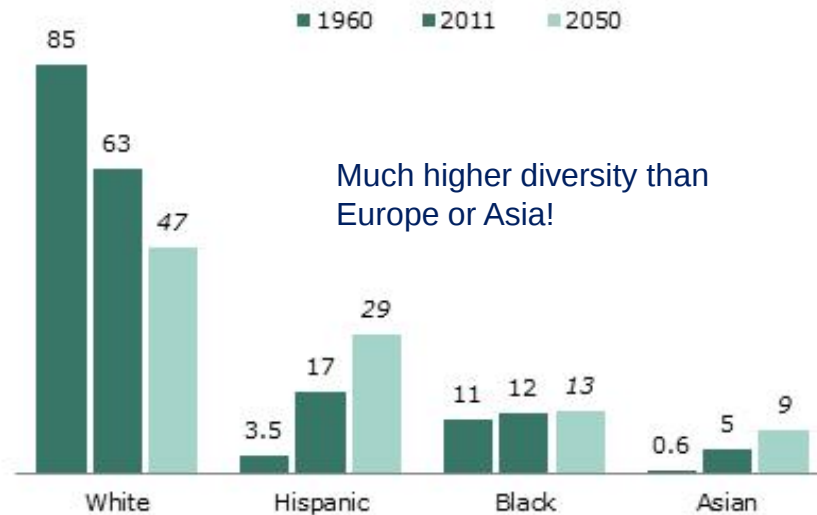
Most Millennial Trends Continue...

- More diverse population
- Better social behavior
- Social norming for all identity groups
- Delayed adulthood
- Sense of entitlement

Demographics is Destiny

Population by Race and Ethnicity, Actual and Projected, 1960, 2011 and 2050

% of total



Note: All races are non-Hispanic; American Indian/Alaska Native not shown. Projections for 2050 indicated by light green bars.

Source: Passel, Jeffrey and D'Vera Cohn. 2008. "[U.S. Population Projections: 2005-2050](#)." Washington, D.C.: Pew Hispanic Center, February; Census Bureau 2011 population estimates.

PEW RESEARCH CENTER

A Few Trends Look New

- “Grit” or dogged achievement of goals via small steps
- Tolerance becomes manners
- Physical isolation
- Virtual substitutes for the real
- Less confident, happy

S&H Plural Archetype



“Today, Boomers invest much of their energy in settling old scores with their ideological opponents rather than solving problems.”

“Plurals would prefer to take small steps toward their goal, as they did in Florida, rather than bask in the purity of their cause.”

The Plural Future

“Plurals are destined to play a role like the one the Silent Generation played after World War II - smoothing out society’s disruptions and divisions with slow progress and a willingness to compromise.”



Plural Grit in Action



S&H match
Plurals with
1950s Silents

Parkland Protesters are respectful, and determined
VS.



NOT
1960s Boomers!

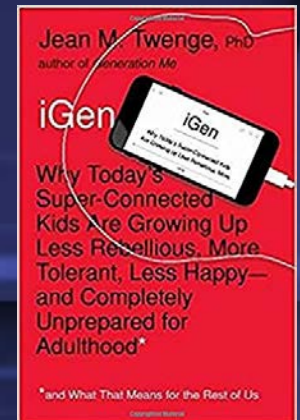
The “Lonely Crowd”



She's right once in a while!

- Plurals are less independent, nonconformist than any generation in US history
- With Plurals, virtual communication replaces, rather than augments the physical world.
- Plurals spend less time in the real world, more in the world of social ideas.
- Virtualization may contribute to a worsening social mood.

<https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>



Sex Going Away...

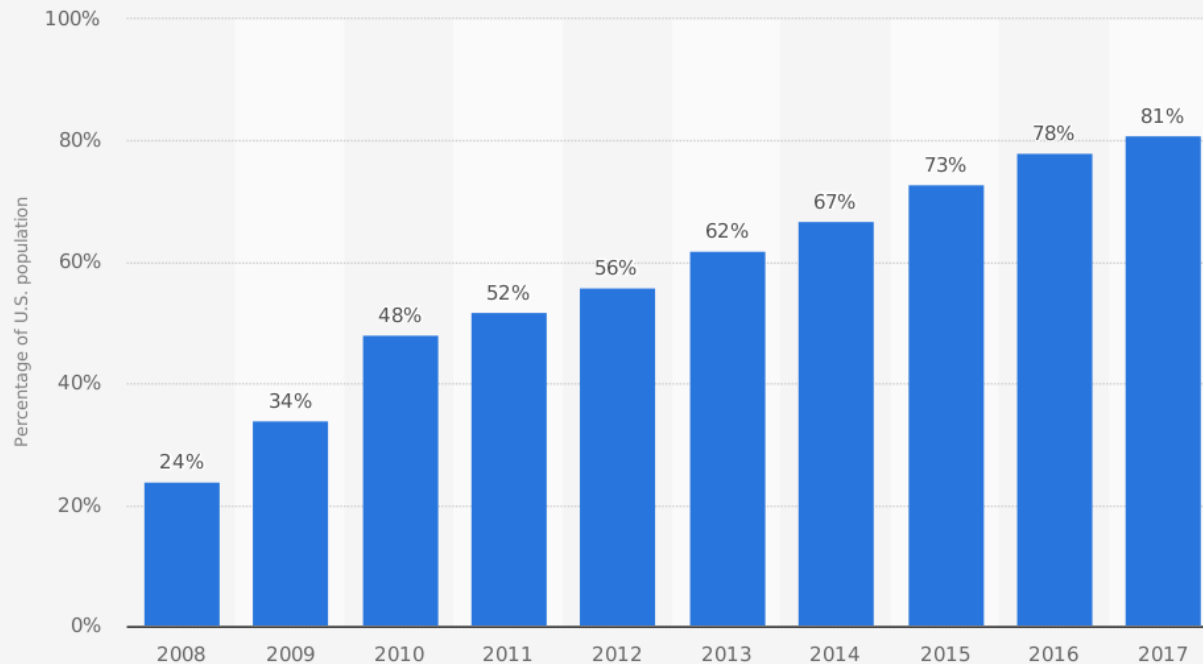
- 12th-graders in 2015 were going out less often than eighth-graders did as recently as 2009.
- 56 percent of high-school seniors in 2015 went out on dates; for Boomers and Gen Xers, the number was about 85 percent.
- The number of sexually active teens sexually active by ninth grade has dropped by almost 40 percent since 1991.

Nearly all Boomer high-school students had their driver's license by the spring of their senior year

More than one in four teens today lack one at the end of high school.

Social Becomes Virtualized

**Percentage of U.S. population who currently use any social media
from 2008 to 2017**



Sources

Edison Research; Triton Digital; Salesforce.com
© Statista 2018

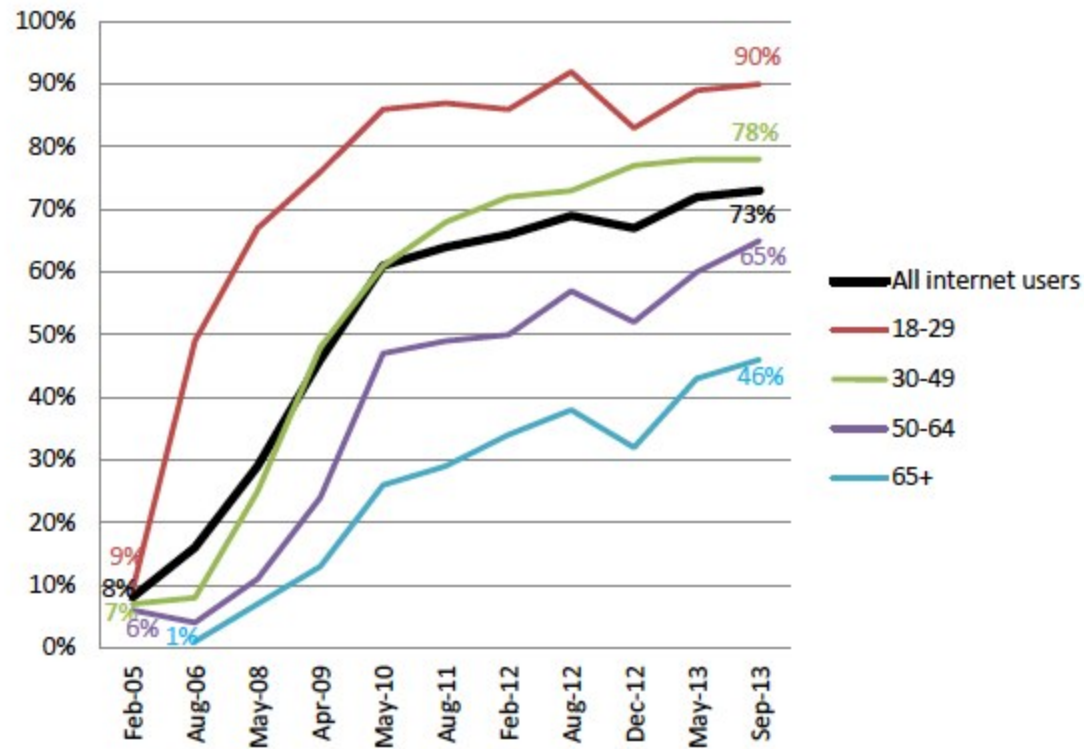
Additional Information:

United States; Edison Research; Triton Digital; 2000 to 2017; 2017 n = 2,000; 12 years and older

Replace the Real with Virtual

Social networking site use by age group, 2005-2013

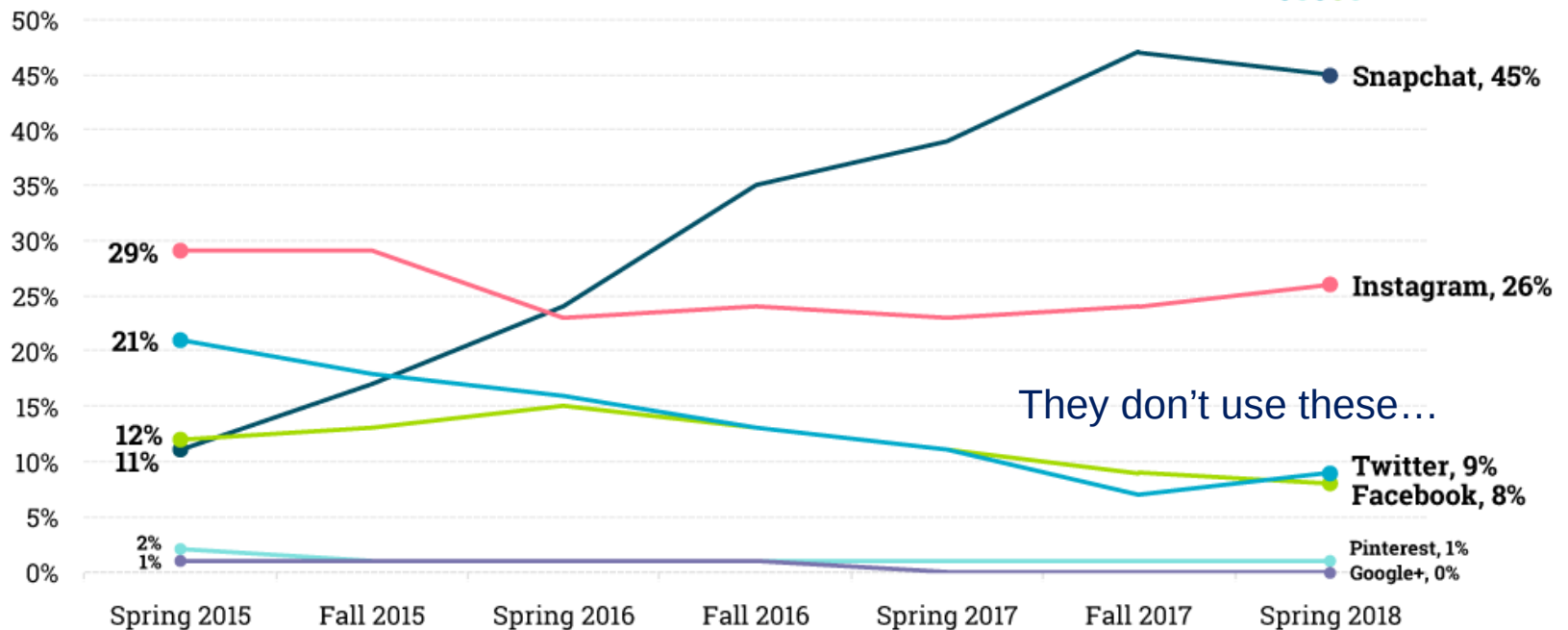
% of internet users in each age group who use social networking sites, over time



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

BTW, Fave Networks

US Teens' Favorite Social Platform



They don't use these...

Published on MarketingCharts.com in April 2018 | Data Source: Piper Jaffray

Spring 2018 data based on a survey of 6,000 US teens with an average age of 16.4

Figures show % share of respondents selecting each as their favorite social platform | Select results

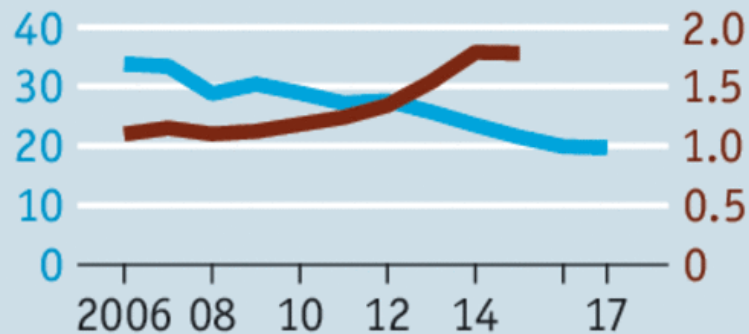
Devices Over Partying

10th-grade children

United States

*Have drunk alcohol
in past 30 days, %*

*Time spent on
the internet,
hours per day*



Virtual = Suicidal?

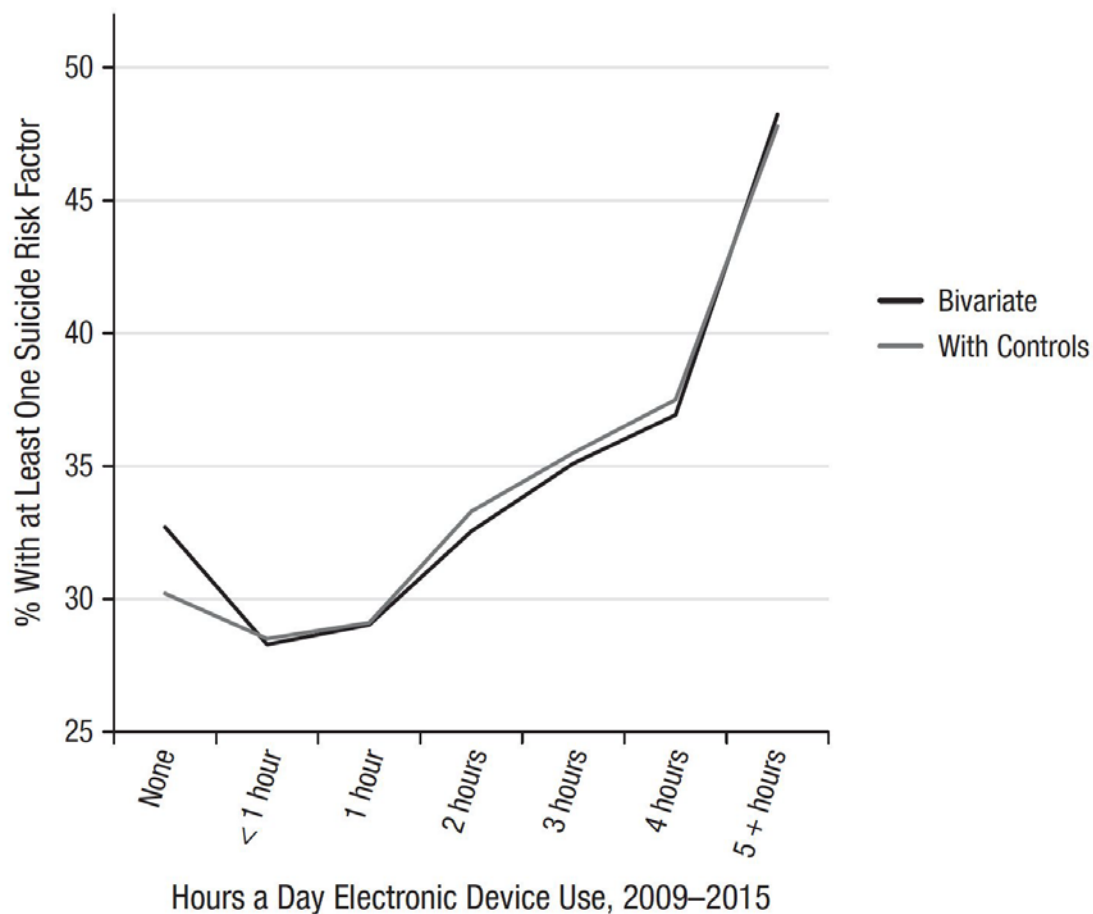
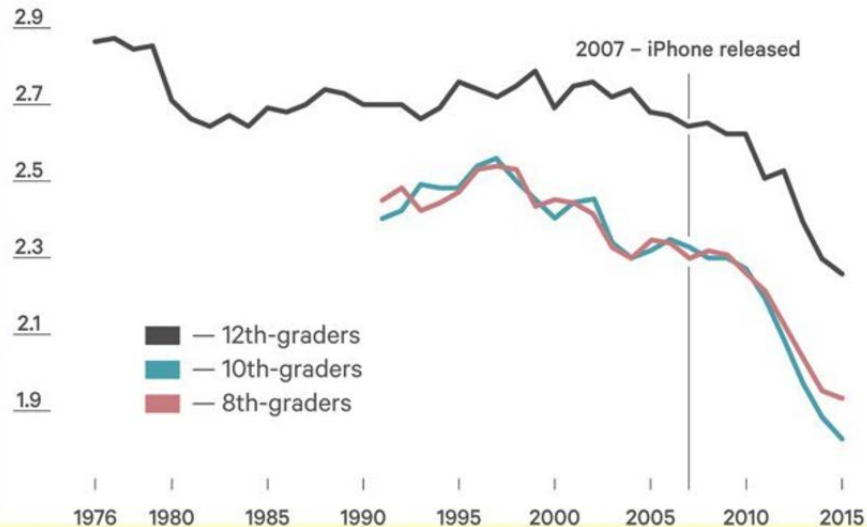


Fig. 2. Exposure-response relationship between electronic device use and having at least one suicide-related outcome, bivariate and with demographic controls for race, sex, and grade, 9–12th graders, Youth Risk Behavior Surveillance Survey (YRBSS), 2009–2015.

Plurals = Lonely Crowd 2

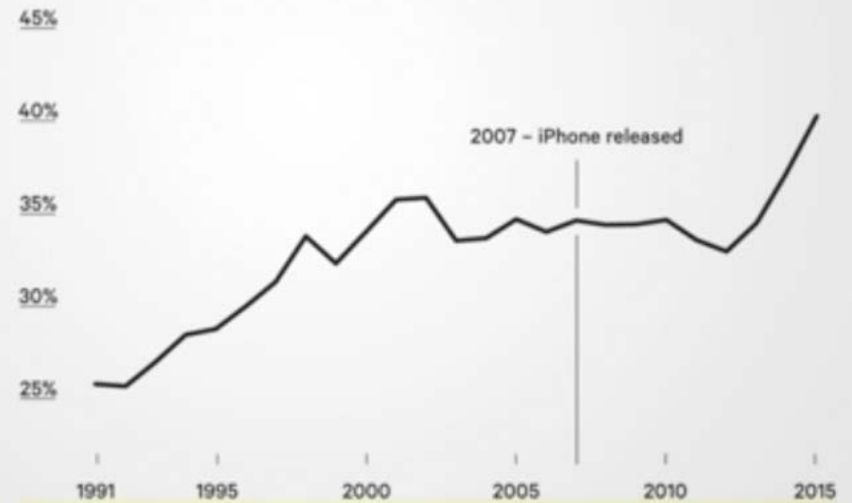
Not Hanging Out With Friends

Times per week teenagers go out without their parents



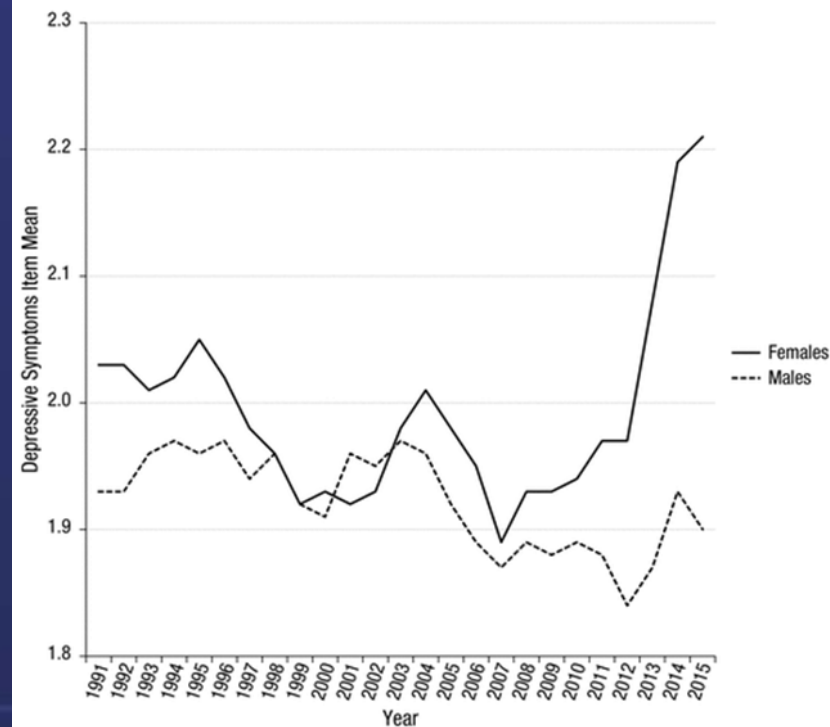
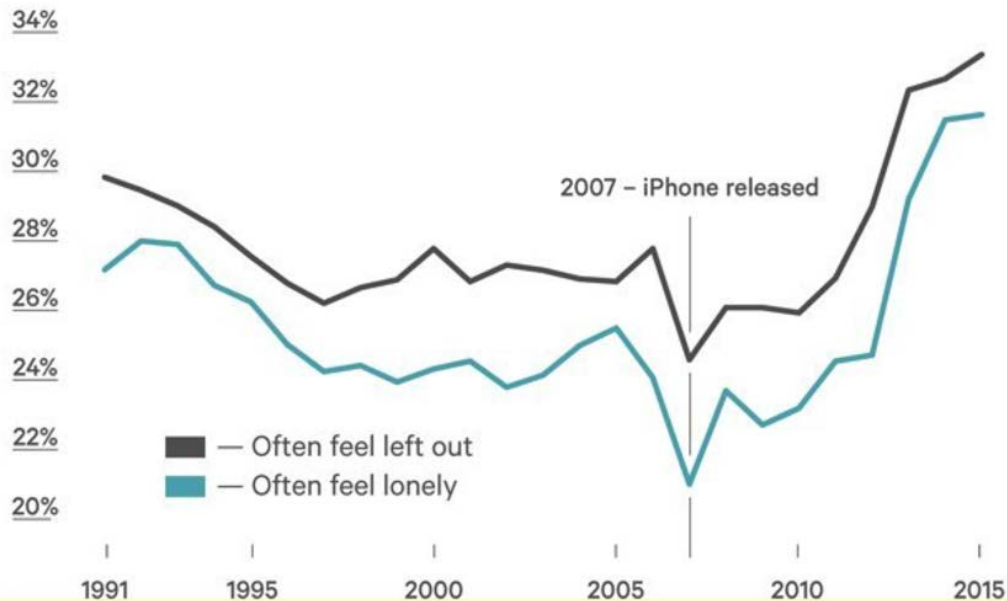
Less Likely to Get Enough Sleep

Percentage of 8th-, 10th-, and 12th-graders who get less than seven hours of sleep most nights



Lonely & Depressed

Percentage of 8th-, 10th-, and 12th-graders who agree or mostly agree with the statement "I often feel left out of things" or "A lot of times I feel lonely"



Teen Suicide Going Up Again...

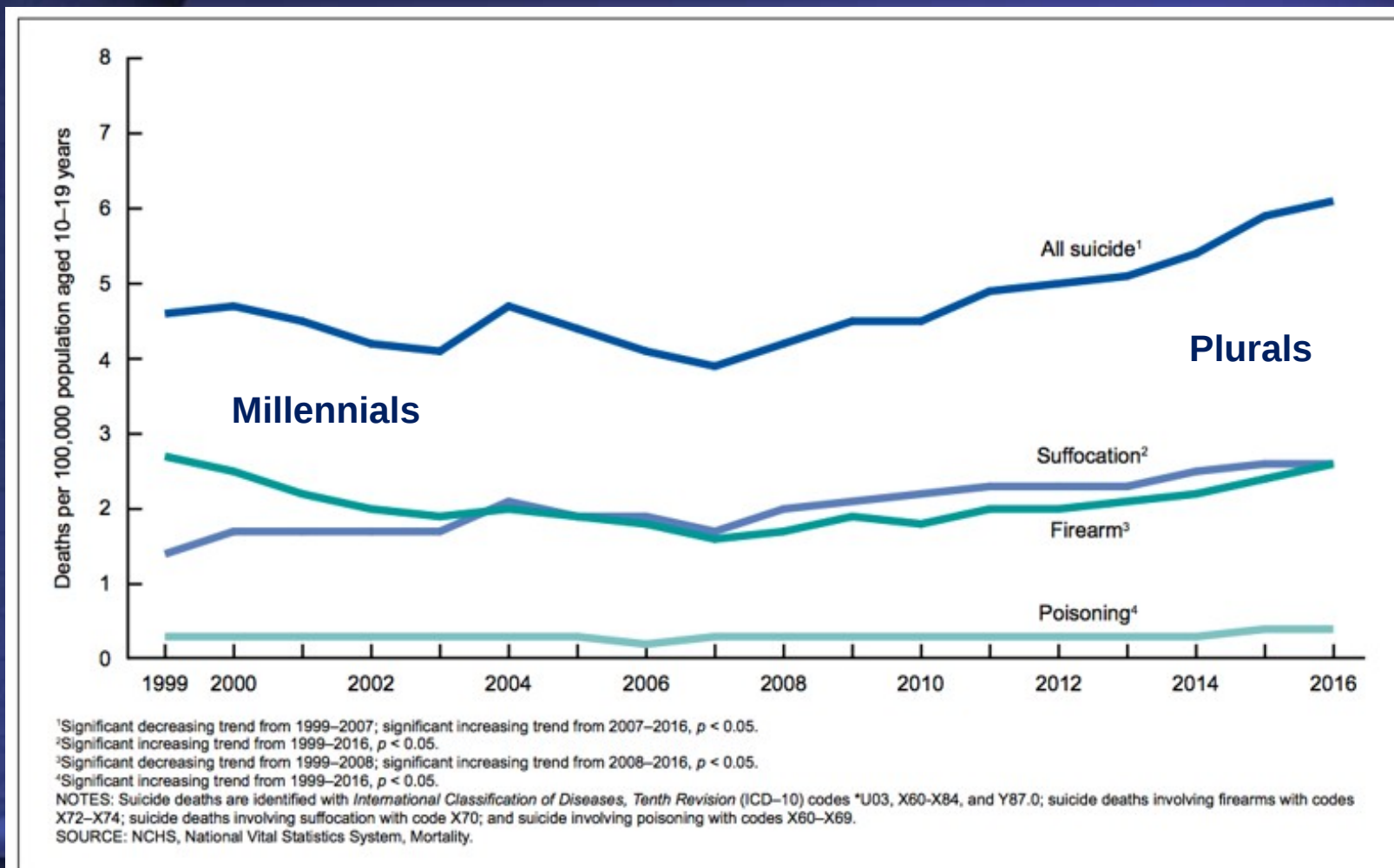


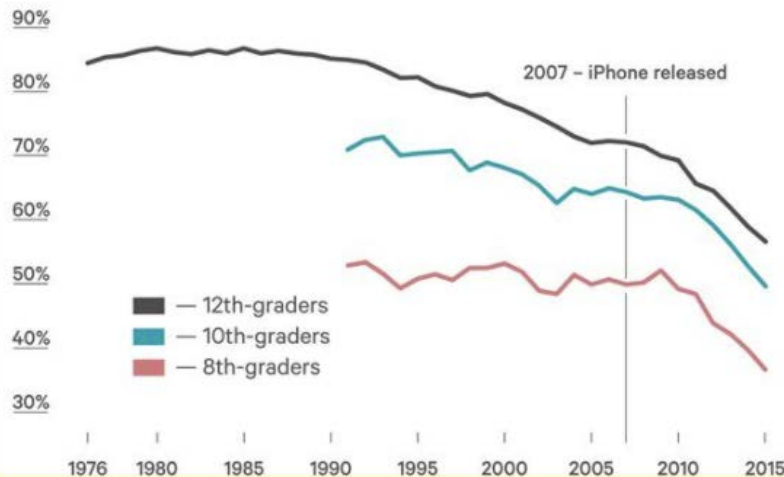
Figure 5. Suicide death rates for children and adolescents aged 10–19 years for leading methods: United States, 1999–2016

Plurals = “Lonely Crowd”

3

Less Dating ...

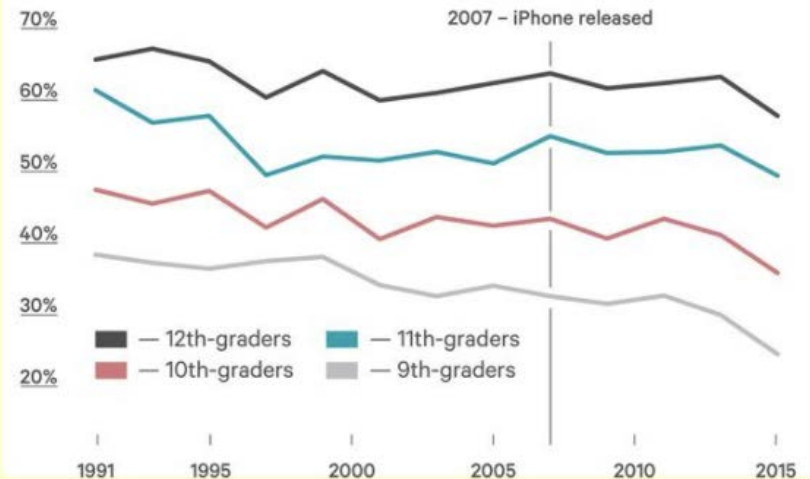
Percentage of teenagers who ever go out on dates



4

... And Less Sex

Percentage of high-school students who have ever had sex



BTW, Silents had the most sex!

Plural Take-Home

- Better becomes “Polite” public behavior
- Grit wearing a grey flannel suit
- Surveilled & Surveilling
- Public shaming & silencing culture wars discussion
- Rising physical isolation, less sex, independence
- Virtualization of reality

“The Lonely Crowd”



<https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>

“The Lonely Crowd” : 2039



“Trouble With Harry”



“Vertigo”



“Pleasantville”



“A.I.”

**S&H Generational Archetype Prediction
For Midlife Plurals**

Questions & Answers

Questions 1 - Sensitivity

- Student complains about the insensitivity of an Instructor's teaching, leaving the instructor baffled.
 - Student feels they received a bad grade because of race, gender, etc.
 - Student believes that the “other side” of a political argument cannot be mentioned.
 - Students sensitive to ‘gendered’ language

Sensitivity Comments

- Millennials genuinely believe in a mass social, political, economic *AND* creative leveling of society
- They are attracted to the center, and want include “the edge” (not celebrate oddballs)
- Rules-based thinking implies that there IS a wrong (in art as well as politics)
- Some issues have been “solved” and should never be raised again - “We are the first to think rightly”
- Boomerish and Xer parenting styles empower Millennials to feel their ideas must be considered equal to Instructor

QUESTION
NOTHING



1950

QUESTION
EVERYTHING



1970

QUESTION
QUESTIONS



1990

ENOUGH
QUESTIONS



2010

Questions 2 - Snowflakey Reactions

- Student complains about insensitivity of Instructor's teaching
 - Students reactive negatively to “life or death” speech
 - Students react negatively to “scared straight” speech
 - Students feel they don't know what to do

Snowflakey Comments

- **Millennials** have lower real-life experience than any generation in US history
- **Many in college** have no experience with having a job, driving a car
- **Those with no experience** map instructor, boss to the role of a protective, sheltering parent
- **“Scared straight”** arguments (effective with GenX) feel like an attack on family values to Millennials

Snowflakey solutions



- Hold your nose and praise them
 - Constant praise for small success
 - Institute a point reward system, even literal “gold stars”
 - I said LITERALLY gold stars
 - Buy their work by small rewards 
- Research instead of Pontification
 - Instead of stating, have them research online articles that say the same thing
- Demonstrate and encourage respect
 - Demonstrate that older and wiser is just that

Snowflake solutions



- “Parental” mentoring style
 - Advise rather than preach
 - REPEATEDLY set ground rules (esp. cheating)
 - Constantly “ping” the student to ascertain their status
- Packet-Switched Connection
 - Accept nonlinear interaction (virtual office hours)
- Create structure
 - Specific assignments with detailed structure
 - Timelines, timetables, deadlines
 - Have exact rationale for grades, assignments ready
 - Metric for success (score-keeping)

Questions 3 – Bliss vs. Punching In

- Students complain about course requirements and teaching style
 - Students' hostile to “open-ended” assignments.
 - Students feel the only kind of “A” possible is an “A” for effort.
 - Students feel they should be able to re-negotiate a grade at any time

Bliss vs. Punching in Comments

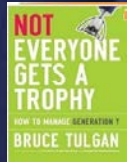
- **Millennials** believe in a rule-based society, rather than and focus on standards instead of creative leaps
- **“No rules”** is far scarier to Millennials than Xers or Boomers
- **Creativity is a common identity trait**, any identity-driven creativity is already “perfect” and deserves an “A”
- **Limited real-life experiences** have not supplied a “reality check”



Bliss vs Punching In Solutions

- Tell them exactly how to succeed
 - Detailed rules for completion of class (syllabus)
 - Assignments with defined success (think game levels)
 - Reference base rules (e.g. syllabi, final projects, textbooks) constantly in-class
- Negotiate
 - Negotiation is not insubordination
 - Negotiate based on your (paternal) rules
- Break their work into tiny, progressive steps
 - Unbundle complex tasks
 - Reassemble into small, progressive, tasks
- React to “insanely great” ideas
 - Have them critique their own ideas, rather than doing it (Socratic method)

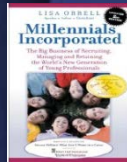
Recommended Reading



**Not Everyone Gets A Trophy:
How to Manage Generation Y**
by Bruce Tulgan (2009, Wiley)
ISBN: 978-0-470-25626-8



**Millennial Makeover: MySpace,
YouTube & The Future of American
Politics** by Morley Winograd, (2008,
Rutgers) ISBN: 0-8135-4301-0



Millennials Incorporated
by Lisa Orrell (2008, Wyatt-
MacKenzie) ISBN: 978-1-932279-82-5



Millennials and the Pop Culture by Pete
Markiewicz, (2005, Lifecourse)
<http://lifecourse.com/store/books.html>



**Generations: A History of America's
Future 1594 to 2069** by William Strauss
& Neil Howe (1992, Harper)
ISBN: 0688119123



**Millennials Rising: The Next Great
Generation**
(2000, Vintage), ISBN: 037570719-0

**Several Hundred
Additional Slides
Upon Request**

...Thanks for listening!

Appendix 1: Generational Mood

	Boomer	Xer	Millennial	Plural
Archetype	Prophet	Nomad	Hero	Adaptive
Technology	Reject, create	Explore	Embrace	Cocooned, stifled
Reality	Natural	Authentic	Connected	Virtualized