LEARNING TO CONNECT

WITH THE

"CONNECTED" GENERATION.

OLLI Seminar with Kate Kamber

Millennials are
DIGITAL NATIVES

92% use the INTERNET DAILY

80% reported TEXTING within the last 24 hours

75% have created a SOCIAL NETWORKING profile

65% cite TELEVISION as their main source of news

59% cite the INTERNET as their main source of news

Nearly as many cite the internet as their main source of news as television
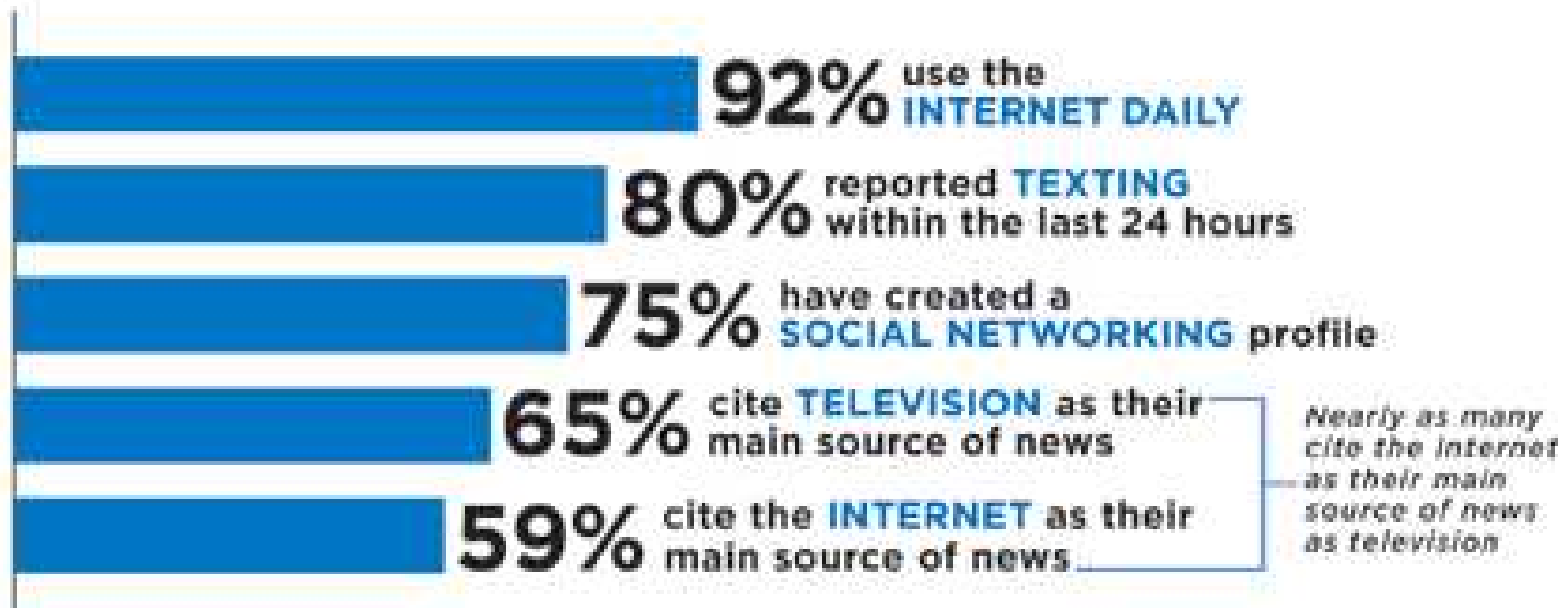
Step 1: Understanding
Step 2: Communicating

Generational Differences Chart

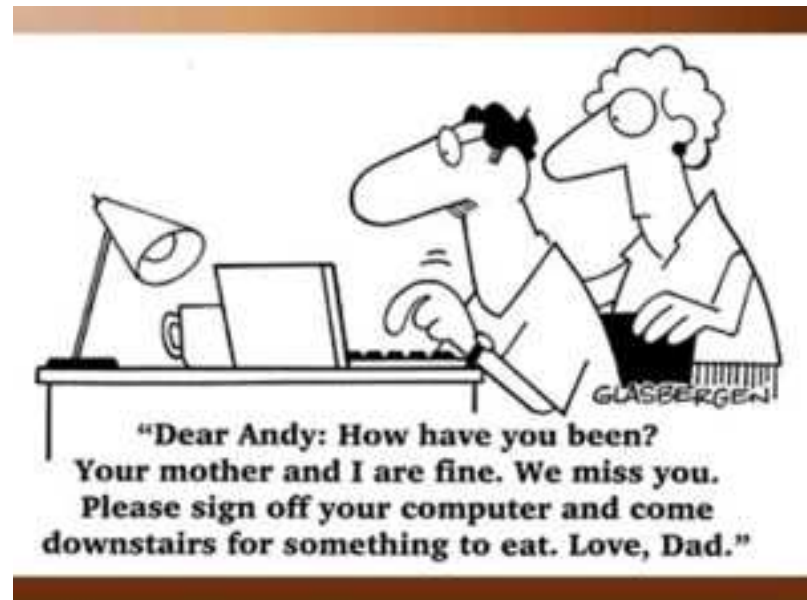|	Traditionalists	Baby Boomers	Generation X	Millennials
Birth Years	1900-1945	1946-1964	1965-1980	(1977-1994) 1981-2000
Current Age	63-86	44-62	28-43	8-27
Famous People	Bob Dole, Elizabeth Taylor	Bill Clinton, Meryl Streep	Barak Obama, Jennifer Lopez	Ashton Kutcher, Serena Williams
#		80 Million	51 Million	75 Million
Other Names	Veterans, Silent, Moral Authority, Radio Babies, The Forgotten Generation	"Me" Generation, Moral Authority	Gen X, Xers, The Doer, Post Boomers, 13th Generation	Generation Y, Gen Y, Generation Next, Echo Boomers, Chief Friendship Officers. 24/7's
Influencers	WWII, Korean War, Great Depression, New Deal, Rise on Corporations, Space Age, Raised by parents that just survived the Great Depression. Experienced hard times while growing up which were followed by times of prosperity.	Civil Rights, Vietnam War, Sexual Revolution, Cold War/Russia, Space Travel Highest divorce rate and 2nd marriages in history. Post War Babies who grew up to be radicals of the 70's and yuppies of the 80's. "The American Dream" was promised to them as children and they pursue it. As a result they are seen as being greedy, materialistic and ambitious.	Watergate, Energy Crisis, Dual Income families and single parents, First Generation of Latchkey Kids, Y2K, Energy Crisis, Activism, Corp. Downsizing, End of Cold War, Mom's work, Increase divorce rate. Their perceptions are shaped by growing up having to take care of themselves early and watching their politicians lie and their parents get laid off. Came of age when USA was losing its status as the most powerful and prosperous nation in the world. The first generation that will NOT do as well financially as their parents did.	Digital Media, child focused world, school shootings, terrorist attacks, AIDS, 9/11 terrorist attacks. Typically grew up as children of divorce They hope to be the next great generation & to turn around all the "wrong" they see in the world today. They grew up more sheltered than any other generation as parents strived to protect them from the evils of the world. Came of age in a period of economic expansion. Kept busy as kids First generation of children with schedules.

In the Workplace… http://www.youtube.com/watch?v=Sz0o9clVQu8

In the Workplace…

	Traditionalist	Baby Boomers	Generation X	Generation Y/Z
Attire	Formal	Business - casual (high end)	Business - casual (low end)	Whatever feels comfortable
Work Environment	Office only	Long hours - office only	Office, home, desires flexible schedule	Office, home - desires flexible schedule
Motivators	Self - worth	Salary	Security	Maintain personal life
Mentoring	Not necessary	Does not handle well negative feedback	Not necessary to receive feedback	Constant feedback needed
Retention	Loyalty	Salary	Security/Salary	Personal relationship
Client Orientation	Personal contact	Telephone	E-mail	E-mail/IM/Text
Technology	Dictates documents, e-mail only in the office, use of library instead of web, limited phone use	Documents prepared by the Associates, e-mail primarily in the office, web use to "google"	Creates own documents, uses mobile and laptop, uses web to research, review etc., e-mail/mobile 24/7	Creates own documents, creates databases, uses web to research and network, use of e-mail/IM/text 24/7
Career Goals	Build a legacy, a life-time career with one company	Build a perfect career, excel	Build a transferable career, variety of skills and experiences	Build several parallel careers, have a several jobs simultaneously

Valuation of Values

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Current Age	63-86	44-62	28-43	8-27
	Traditionalists	**Baby Boomers**	**Generation X**	**Millennials**
Core Values	Adhere to rules Conformers/Conformity Contributing to the Collective good is important Dedication/Sacrifice Delayed Reward Discipline Don't question authority Duty before pleasure Family Focus "Giving Back" is important Hard Work Law and Order Loyalty Patriotism Patience Respect for authority Responsibility Savers Stabilizing Trust in Government	Anti war Anti government Anything is possible Equal rights Equal opportunities Extremely loyal to their children Involvement Optimism Personal Gratification Personal Growth Question Everything Spend now, worry later Team Oriented Transformational Trust no one over 30 Youth Work Want to "make a difference"	Balance Diversity Entrepreneurial Fun Highly Educated High job expectations Independent Informality Lack of organizational loyalty Pragmatism Seek life balance Self-reliance Skepticism/Cynical Suspicious of Boomer values ThinkGlobally Techno literacy	Achievement Avid consumers Civic Duty Confidence Diversity Extreme fun Fun! High morals Highly tolerant Hotly competitive Like personal attention Self confident Sociability Members of global community Most educated generation Extremely techno savvy Extremely spiritual Now! Optimism Realism Street smarts

Mind Your Manners

- Running late? Send a text. "Meet U @8" or "B home L8."
- **65%** of teens text late at night when they should be sleeping and **64%** of teens with cell phones have texted in class.

"Dear Andy: How have you been? Your mother and I are fine. We miss you. Please sign off your computer and come downstairs for something to eat. Love, Dad."
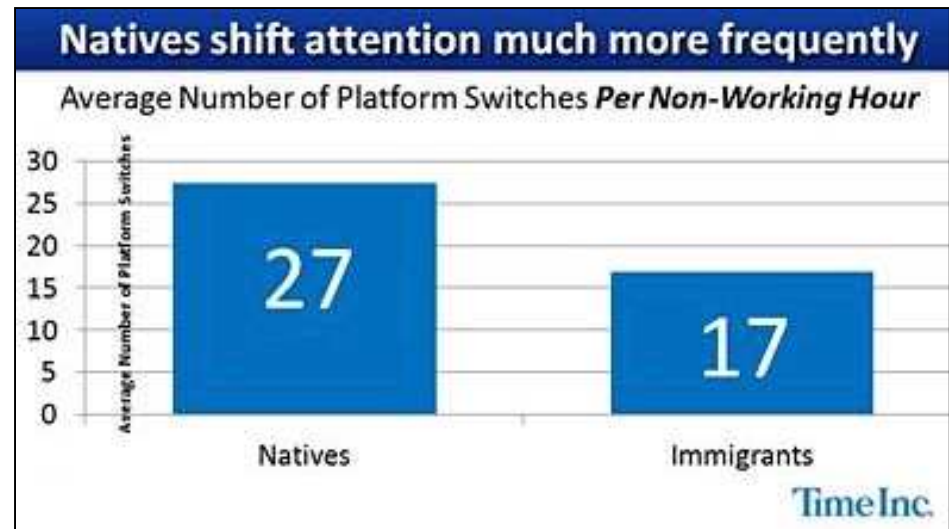
Speed of Life

Can I ask you a favour?

You've got 8 seconds.

- **47%** of consumers expect a web page to load in 2 seconds or less.
- **40%** of people abandon a website that takes more than 3 seconds to load.

Natives shift attention much more frequently

Average Number of Platform Switches *Per Non-Working Hour*

Natives: 27

Immigrants: 17

Time Inc.

But…it's because they can.

Usage Trends

- 95% of teens use the internet.
- 93% of teens have a computer or have access to one at home.
- One in four teens are "cell-mostly" internet users, who say they mostly go online using their phone and not using some other device such as a desktop or laptop computer.
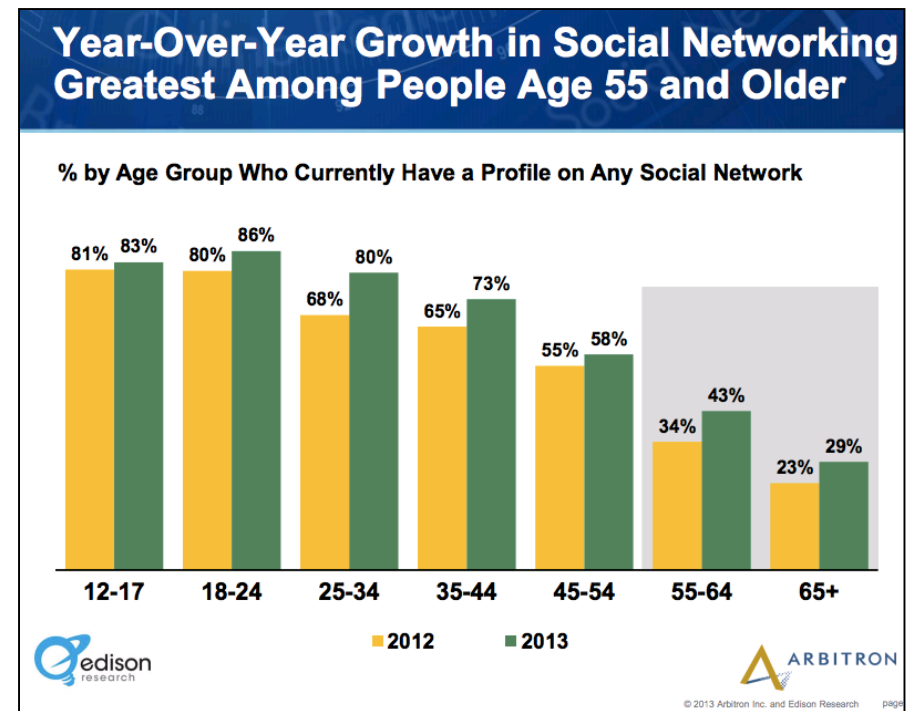
BUT…

7 in 10 teens with home computer access say the laptop or desktop they use most often is one **they share with other family members** (71%). **Lends itself to parent-child connection.**

In most families the digital natives and digital immigrants have a perfect opportunity for intergenerational tutorials and information sharing.

Bridging the Gap

- 83% of parents, grandparents and teens consider going online to be helpful forms of communication
- 30% of grandparents, and 29% of teens say connecting online helps them better understand each other
- 40% of teens help their grandparents go online
- 25% of teens communicate with their grandparents several times each week through social media
- 68% of those older than 39 have a page on social networking site
- 70% of teen say the computer increases the quantity of their communication with family members living far away, and (67%) say it increases the quality of those communications

Year-Over-Year Growth in Social Networking Greatest Among People Age 55 and Older

% by Age Group Who Currently Have a Profile on Any Social Network

Age Group	2012	2013
12-17	81%	83%
18-24	80%	86%
25-34	68%	80%
35-44	65%	73%
45-54	55%	58%
55-64	34%	43%
65+	23%	29%

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Additional Thoughts: Privacy

- During an election season, which would you prefer?
  - My response: Cell phone call from canvasser
  - Class response: Door-to-door canvasser
- 81% of parents of online teens say they are concerned about how much information advertisers can learn about their child's online behavior, with some 46% being "very" concerned.
- Mobile fencing provides context (candidate relevance, local coupons)…but is it worth it?

Thank you for having me!