

## **WHAT DEFINES THE GENERATIONS?**

<b>CATEGORIES</b>	<b>BUILDERS</b> GI Generation (sometimes called the Silent Generation)	<b>BABY BOOMERS</b> (Children born post- World War II)	<b>GENERATION X</b> (Sometimes called Busters or the MTV Generation) (First Wave of Boomer Children)	<b>GENERATION Y</b> (Also called Bridgers, Millennials or the Next Generation)
<b>BIRTH DATES</b>  (Different sources may use varying dates, but these are generally the accepted birth years.)	<b>1925-1943</b>	<b>1943-1964</b>	<b>1965-1984</b>  (Echo Boomers are children of Baby Boomers born 1978- 1998)	<b>1984-2003</b>
<b>FORMATIVE EXPERIENCES</b>	WWI & WWII  Roaring 20s  Great Depression  Pearl Harbor   FDR Administration  Korean War/Rationing Atomic Bomb	Cold War  Civil Rights  Space Race  Assassinations   Energy Crisis Watergate & Nixon Admin.	Roe vs Wade(1973) Reagan Assassination Attempt(81) Challenger Disaster(1986) Fall of the Berlin Wall((89-90)  Persian Gulf War(90-91) AIDS (Mid 80's) Clinton Administration (93-01)	World Trade Center & Pentagon Attacked  Oklahoma Bombings Internet Access Available  Kids shooting Kids  Death of Princess Diana and Mother Teresa  George W.
<b>FAMILY REALITIES</b>	Close Family	Dispersed Family	Latch Key Kids	Comfortable with looser family Structure
<b>Mother</b>	Homemaker Mother	Working Mother	Single Mother	Single Mother/Single Father
<b>Marriage</b>	Married Once	Divorced/Remarried	Single Parent/Blended Families	Undetermined
<b>Education is ...</b>	... a dream	... a birthright	... a way to get there	... an incredible experience
<b>Major Influences</b>	Family & Church	Family & Education	The Media	Friends, Simpsons, Media & Sports Stars More aware of biases & personal agendas
<b>View of Family</b>	Marriage Honored, Family Important	Divorce Increases	Non Existent, Nuisance, Dysfunctional	New Respect for Family
<b>Value Systems</b>	Conservative	Self-Based	Media	Shop Around

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<b>Teenage Experience</b>	Great Depression	Kent State; Civil Rights; Sexual Revolution (the pill)	Information explosion; McJobs; Trillion dollar debt	Overwhelming Information, Cynicism, Downsizing; Living at home longer; Returning Home
<b>Entertainment</b>	Radio, no TV	TV - 3 Channels	TV - 30+ Channels; VCR; Nintendo	Surfing the Net; DVD; DVR; PlayStation/Xbox
<b>Attitude toward Authority</b>	Endure, Honor & Respect	Replace them; Challenge Leaders (never trust anyone over 30)	Ignore Leaders	Leaders must respect YOU; Choose their own boss
<b>Roles of Relationships</b>	Significant	Limited: useful	Central: caring	Global
<b>Role of Women</b>	Hierarchical	Women's Lib	Equality; Superwoman	Reverse Discrimination; Androgynous
<b>Schedules</b>	Mellow	Frantic	Aimless	Volatile, frenetic
<b>Role of Career</b>	Means for Living	Central Focus	Irritant	Always Changing
<b>Celebrate What?</b>	Victory	Youth	Savvy	Technology
<b>Purchasing</b>	With Cash	With Credit Card	Struggling to Purchase	Purchase On-Line
<b>Managing Money</b>	Save; Save It Now	Spend; Buy It Now	Hedge; Want It Now	Conscientious; Get It Now On-Line
<b>Morals</b>	Puritan Ethics	Sensual	Cautious	Tolerant

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<b>Communication; Media; Technology</b>	Radio, Mimeograph, Rotary Phones, Slide Rules	TV, Photographs, Touch- Tone Phones, Calculators	Video: Atari & Nintendo; Computer Games; Desk Top Publishing; Cell Phones, Beepers, LapTops	Internet; Laser Disk Players; DVD, PDA; IPOD, MP3 Players
<b>View of Technology</b>	Hope to Out Live It	Master It	Enjoy It	Employ It
<b>Music</b>	Big Band; Swing	Rock 'N Roll, Pop, Classic, Rap	Alternative/Rap, MTV	Ska, Techno, Swing, Alternative becomes mainstream Pop; (Very Diverse)
<b>Cultural Icons</b>	Big Band	Rolling Stones	Madonna; U2; Michael Jackson	Britney Spears; Jennifer Lopez; Leonardo DiCaprio; Tiger Woods
<b>Heroes</b>	FDR; Superman; Babe Ruth; Winston Churchill; Patton	John & Jackie Kennedy; John Lennon; MLK; John Glenn; Ghandi	Michael Jordan; Magic Johnson; Ronald Reagan	Flight #93; Mayor Guliani; Parents & Grandparents; Princess Diana; Bill Gates; Mother Teresa; Tiger Woods; Christopher Reeves
<b>Sayings</b>	No Sweat	No Problem	No Fear	NO; WHATEVER; WANT IT RIGHT NOW
<b>Perceptions</b>	We	Me	Us & Them	Who?
<b>Interactive Style</b>	Team Player	Self Absorbed	Entrepreneur	Eclectic; Team Player
<b>Work Style</b>	Team Work & Commitment to Work	Personal Fulfillment	Tentative-Divided Loyalty	Networking, Team, Flexibility & Employability
<b>Work Is ...</b>	... an inevitable obligation	... an exciting adventure	... a difficult challenge	...a means to an end.

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<b>View of Future</b>	Rainy Day to Work For; Seek to Stabilize	Now is More Important; Create It	Uncertain but Manageable; Hopeless	Ambivalent; Optimistic, Hopeful
<b>Life Paradigm</b>	Be grateful you have a job.	You owe me.	Relate to me.	Life is a cafeteria.
<b>Defining Idea</b>	Duty	Individuality	Diversity	Relationships/Family
<b>Leisure is a ...</b>	... reward for hard work.	... the point of life.	... relief.	... interwoven with work.
<b>Hair</b>	Short Hair	Long Hair	Any Style Hair	Bleached/spiked/bald
<b>Clothes</b>	Formal	Casual	Bizarre	Anything Goes
<b>Defined Space as...</b>	... outer space	...inner space	...cyber space	... my space
<b>Core Values</b>	Dedication/sacrifice; hard work; conformity; law and order; patience; delayed reward; duty before pleasure; adherence to rules; honor	Optimism; team orientation; personal gratification; personal growth; youth; work; involvement	Diversity; thinking globally; balance; techno-literacy; fun; informality; self-reliance	Optimism; civic duty; confidence; achievement; sociability; morality; street smarts; diversity
<b>Characteristics</b>	Hard workers; savers; patriotic; loyal to institutions; private; dependable	Educated; desire quality; independent; cause- oriented; fitness conscious; question authority; groomed to explore inner world	Neglected by parents; loyal to relationships; serious about life; stressed out; self- reliant; skeptical; highly spiritual; survivors	Lowest parent-to-child ratio in US history; cherished by parents; groomed to achieve and excel; mediavores and techno-savvy; extreme fun; upbeat and full of self-esteem; new confidence; more law abiding; volunteerism high