

Generation Y

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Generation Y (sometimes referred to as "the Millennials" or "Echo Boomers") refers to a specific cohort of individuals born, roughly, between 1980-94. "Generation Y" alludes to a succession from Generation X.

Generation Y are primarily children of the Baby boomers though some are children of older Gen X adults. A central characteristic of what defines Generation Y is that they have no memory of the Cold War, just as Generation Z has no memory before the War on Terror, and Generation X has no memory of the Vietnam War.

Millennials defined sociographically

Millennials have a reputation for being peer oriented and seeking instant gratification. Millennials, like other generations, are shaped by the events, leaders, developments and trends of its time.

As members of Millennials in the United States begin to enter colleges and universities in large numbers, some of their Baby Boomer parents are becoming 'helicopter parents'. Many college advisors and administrators worry that this could have a negative effect on Millennials's social progress, ego, and developing maturity.

A 'helicopter parent' is a term for a person who pays extremely close attention to his or her child or children, particularly at educational institutions. They rush to prevent any harm or failure from befalling them or letting them learn from their own mistakes, sometimes even contrary to the children's wishes. They are so named because, like a helicopter, they hover closely overhead, rarely out of reach whether their children need them or not. In Scandinavia, this phenomenon is known as 'curling parenthood' - describing parents who sweep all obstacles off ahead of their children.

An extension of the term, "Black Hawks," has been coined for those who cross the line from a mere excess of zeal to unethical behavior such as writing their children's college admission essays. (The reference is to the military helicopter of the same name.)

Millennials are commonly referred to as the Internet generation, Generation Z and digital natives because they have lived their entire lives immersed in digital technologies.^[20]

| Digital Aliens | Digital Immigrants | Digital Adaptives | Digital Natives |
|---|---|---|--|
| <p>The Silent Generation(1925-1945) were latecomers to technology. The internet, podcasts, SMS, online gaming and wireless networks are largely alien concepts to them.</p> | <p>The Baby Boomers (1946-1964) are digital immigrants who reached adulthood without digital technology. While many embrace new technologies, some do so reluctantly.</p> | <p>Digital technologies began to emerge (in a mass sense) largely during the teen years of Generation X (1965-1979). Generation X willingly embraces the technologies they saw evolve into consumer durables.</p> | <p>Generation Y/ Millennials (1980-1996) have enjoyed the luxuries of digital technology their entire lives including the massive and lucrative <u>video game</u> industry</p> |

Preferred style of leadership

- X - only competent leaders will do
- Y - collaboration with management is expected

2. Value of Experience

- X - don't tell me where you have been, show me what you know
- Y - experience is irrelevant, as the world is changing so fast

3. Autonomy

- X - give them direction, and then leave them to it
- Y - questions, questions, questions

4. Feedback

- X - expect regular feedback
- Y - need constant and immediate feedback

5. Rewards

- **X** - freedom is the ultimate reward
- **Y** - money talks

6. Training

- **X** - want to continually learn, if they don't they will leave
- **Y** - still in an exam driven mentality

7. Work Hours

- **X** - do their work and go home
- **Y** - will work as long as needed ...or until they get bored

8. Work Life Balance

- **X** - they want to enjoy life to the full, while they are young enough to do so
- **Y** - their lives are busy - they need a lot of 'me' time

9. Loyalty

- **X** - they are committed as everyone else working there
- **Y** - already working out their exit strategy

10. Meaning of Money

- **X** - it gives freedom and independence
- **Y** - just something that allows them to maintain their lifestyle