3. GENERATIONAL CHANGES IN STUDENT CLIENTELE REQUIRE EXPANSION OF TYPES OF LITERACIES TO BE TAUGHT IN K-12 CLASSES

©Literacies for the Digital Age to Teach in the K-12 Classroom
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Developed for the Pier Institute: Global Youth in the Digital Age
Yale University, July 8-12, 2013

"Each generation is characterized by different experiences that shape their perspectives and behavior"
[grail research November 2011]

Generation	Sub-Generations	Time Table	Notable Occurrences *see source on last slide
Greatest Generation	Greatest Generation	1901 -1924	Experienced WWII in adulthood
	Silent Generation	1925 -1945	Experienced WWII in childhood, Civil Rights Movement
Baby Boomers	Boom Generation/ Hippie	1946-1964	Space Exploration, First Modern "counterculture"
Generation X	Baby Busters	1965 -1980	Experienced Vietnam War/Cold War Rise of Mass Media/end of the Cold War
	MTV Generation / Boomerang Generation	1975 -1985	
Generation Y	Echo Boom (Generation McGuire)	1978 -1990	Rise of the Information Age/Internet/War onTerror/Iraq War/Rising Gas and Food Prices
Generation Z	New Silent Generation	1995 -2007	Rise of the Information Age/Internet/dot com bubble Digital Globalization

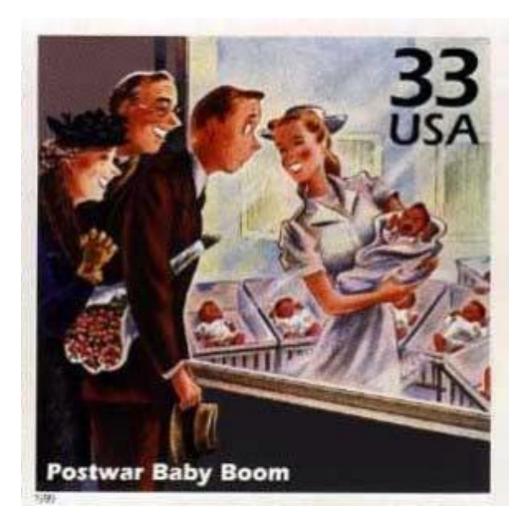DIGITAL AGE LITERACIES
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GREATEST and SILENT GENERATIONS

http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf

- "The **Greatest Generation is a term for those Americans who fought in** World War II, as well as those who kept the home front intact during it. Some of those who survived the war then went on to build and rebuild United States industries in the years following the war."

- "The **Silent Generation was the generation born between the two World** Wars, who were too young to join the service when World War II started. Many had fathers who served in World War I. It was coined in the November 5, 1951 cover story of *Time to refer to the generation within the United States coming of age at* the time. The article, (which defined the generation at the time as born from 1923 to 1933), found its characteristics as grave and fatalistic, conventional, possessing confused morals, expecting disappointment but desiring faith, and for women, desiring both a career and a family."

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BABY BOOMERS
[grail research]
[November 2011]

- "Divided into **'Hippies' and 'Yuppies', they were raised** by the 'Builders'

- Born post-World War II in an increasingly optimistic and financially stable world

- Characterized as idealistic and competitive

- Increased prosperity led to growing consumerism

- Witnessed several important social changes
    - Women's Movement,
    - Civil Rights Movement,
    - Vietnam Peace Movement, "

33 USA

Postwar Baby Boom

- http://www.businessweek.com/the_thread/hotproperty/archives/aging%20baby%20boomers.jpg

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GENERATION X
[grail research]
[November 2011]

- "Also known as **'Latchkey Kids', they were raised by** the early Baby Boomers

- ⬛ Born into a world witnessing a strong trend toward divorce and economic uncertainty

- ⬛ Observed the popularity of the disco and hip-hop culture, and technologies such as cable TV and video games

- ⬛ Characterized as individualists and skeptical of authority"

BABY BUSTERS

http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf

- "'**Baby Busters' is a term which is used interchangeably with "Generation X" and "13th** Generation" to describe those people born between approximately 1965 and 1979. Others define it as the "post-peak Boomers", the long steady decline of Baby Boomer birth rates starting in 1958 and ending in 1968. Awareness of this generation began in the early 1990s, with cultural touchstones like the Lollapalooza Festival and grunge band Nirvana's song *Smells Like Teen Spirit, and Time* Magazine's 1990 cover story titled "Twenty something", signaling the advent of a new generation coming of age."

MTV GENERATION

http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf

- "The **MTV Generation is a term sometimes used to refer to people born from the** mid 1970s to the mid 1980s. As a group, they constituted the youth culture of at the turn of the Millennium, ranging from age 15 to 25 in 2000. Culturally the term **MTV Generation has been widely used to define the** generation of young adults in the Western World who are influenced by fashion trends, music, and slang terms shown in music videos on the newly created cable channel MTV. MTV Generation has often been associated as a neologism for Generation X. The teens of the MTV Generation who grew up in the 1990s have also been referred to as the **Doom Generation, picked up from Gregg Araki's _The Doom Generation (1995) and due to the_** popularity of the 1993 computer game _Doom._"

BOOMERANG GENERATION

http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf

- **Boomerang Generation is one of several terms applied to the current** generation of young adults in Western culture, born approximately between 1975 and 1986. They are so named for the frequency with which they choose to cohabitate with their parents after a brief period of living alone -thus boomeranging back to their place of origin. This cohabitation can take many forms, ranging from situations that mirror the high dependency of pre-adulthood to highly independent, separate -household arrangements. The term can also be used to indicate only those members of this age-set that actually do return home, not the whole generation.

Generation Y
[grail research]
[November 2011]

- "Also known as the **'Millennial Generation', they were raised** by the late Baby Boomers

- Born into a world marked by increasing inter-regional and inter-community conflicts

- ⬜ Witnessed emerging digital technologies like instant communication via email and text messaging (SMS)

- ⬜ Characterized as optimistic, tech comfortable, style conscious, and brand loyal"

GENERATION Y

http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf

- **"Generation Y, sometimes referred to as "Millennials, "Echo Boomers", or jokingly as "Generation Why?", refers to the cohort of individuals born, roughly, between 1982 and 1994.** These are usually the children of Baby Boomers and people in early Gen X. Generation Y grew up with many world-changing events including the rise of mass communication and the Internet. The Y Generation is known as a Culture War "battleground" with growing disagreements between conservative and progressive perspectives. 1976-2001 is the widest possible definition commonly cited, but generally speaking this generation starts with the 1980s and ends in the middle of the 1990s."

Generation Z
[grail research]
[November 2011]

Also known as **'Digital Natives', they are being** raised by Generation X

Generation Z

[grail research]
[November 2011]

- Born into a world facing challenges such as terrorism and environmental concerns

- Witnessed widespread use of electronic gadgets and digital technologies like the Internet and social networking sites

- Characterized as techsavvy, globally connected (in the virtual world), flexible and smarter, and tolerant of diverse cultures

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GENERATION Z

- **"Generation Z is the generation of people living in Western or First** World cultures that follows Generation Y. Experts differ on when the earliest members of Generation Z were born, ranging from 1990 to 2001, though a majority opinion claims about 1996. Several other names have been used to refer to this population group, including "Generation V" (for *virtual), "Generation C" (for community or content), "Generation Cox", "The New Silent* Generation", the "Internet Generation", the "Homeland Generation", or even the "Google Generation".

Consumers of Tomorrow

Insights and Observations About Generation Z

Generation Z is commonly defined as "people born between the mid 1990s and 2010." They are also known as 'Digital Natives' Generation Z is…

☐ **Comfortable with and even dependent on technology, having grown up in a digital world** where technology was ever-present

☐ **Constantly multitasking with a variety of online products and sophisticated electronic devices,** and appreciates simple, interactive designs

☐ **More socially responsible, due to greater access to a large online information pool they are** more acutely aware of modern day challenges such as terrorism and climate change

☐ **Always connected, communicating through various social networking channels, often across** countries and cultures which significantly influences their decision process.

Grail research
November 2011

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Generation Alpha
[grail research]
[November 2011]

- Likely to be **'Google Kids'**

- Born into a world newly emerging

  from widespread economic slowdown

- ⬜ Expected to be more tech savvy, educated, and materialistic than previous generations

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Generation Alpha
[grail research]
[November 2011]

- 	 **Born after 2010**
- 	 **Raised by Generation X & Y**
- 	 **Predicted to:**
  - • Be the largest generation to date
  - • Adopt technology faster
  - • Have increased health concerns
  - • Start earlier and stay longer in school
  - • Be more technology focused
  - • Have better career opportunities due to a skills shortage,
  - created by the present population leaving the workforce

GENERATION SOURCES [a]

- http://www.esds1.pt/site/images/stories/isacosta/secondary pages/10%C2%BA_block1/Generations%20Chart.pdf [List of Generations Chart]

- Consumers of Tomorrow - Insights and Observations About GenerationZ   http://www.grailresearch.com/pdf/ContenPodsPdf/Consumers_of_Tomorrow_Insights_and_Observations_About_Generation_Z.pdf   [Grail Research Report Examines Generation Z and the defining traits and trends of the age group. Provides insight into the implications for companies trying to target this unique generation of consumers]

GENERATION SOURCES [b]

- http://www.jwtintelligence.com/wp-content/uploads/2012/04/F_INTERNAL_Gen_Z_0418122.pdf GEN Z: DIGITAL IN THEIR DNA

- http://www.essentialmums.co.nz/big-kids/tweens-to-teens/development/7087622/Gen-Z-digital-natives **Gen Z: digital natives,** PETER HAWKINS AND LUCINDA SCHMIDT, October 9, 2012

- http://amacombooks.wordpress.com/2013/03/14/claire-raines-on-10-predictions-for-generation-z/ AMACOM Books Blog **Claire Raines on 10 Predictions for Generation Z**, *coauthor of Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace*

GENERATION SOURCES [c]

- http://www.thenational.ae/thenationalconversation/comment/after-baby-boomers-and-peter-pan-a-sadder-generation **After baby boomers and Peter Pan, a sadder generation** Justin Thomas [an assistant professor of psychology at Zayed University] Apr 10, 2011

- http://www.visa.com.au/ap/au/aboutvisa/mediacenter/include/GenZ_report.pdf *Generation Z Insights into the lifestyles and aspirations of young Australians.* Research was conducted by UMR Research Pty Ltd. Fieldwork was carried out between 24 February – 2 March 2012.   A nationally representative sample of 500 people was interviewed online, all between ages of 12-20 years old.

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