ADJUNCT ACADEMY
Berkshire Community College, South County Center, March 28, 2008
Teaching Across The Generations

8:15am	Coffee and pastries
8:45am	Introduction to Generational Theory and Learning (multimedia presentation)
10:15am	Break
10:30am	Discussion of Generational Learning Styles and Implications for Teaching
11:00am	Integrating Generational Learning Styles into Our Courses (Scenarios)
12:00pm	Lunch
1:00pm	Conclusion

Teaching Across the Generations

Berkshire Community College Adjunct Academy

South County Center

March 28, 2009

Dori Digenti, Director, Center for Teaching and Learning

Sources

- ## Major Source (thought leaders):

  William Strauss & Neil Howe, <u>Millennials Rising: The Next Great Generation</u> (2000)

- ## Major thank you's to:

  Michael Bridges et al., Carnegie Mellon University, presentation at the 2008 POD conference: "Millennial students: Insights from generational theory and learning sciences" (shared by author)

  Terri Manning et al., Central Piedmont Community College, presentation on 2004 research study: "Millennials: Tuning in to the Plugged-In Generation" (available at https://www.cpcc.edu/planning/studies-and-reports/rotary millennials.ppt)

Why This Topic?

- At the Fall 08 Adjunct Academy, a shared question was: how do I teach such a broad range of students?

- <u>Caveats</u>
  - Many dimensions of diversity, generation is one
  - Not all members of a generation act like their generation
  - All stereotypes are false: all hold a grain of truth

Learning Objectives

As a result of taking this workshop, you will be able to:

- Describe the characteristics, values, history, and learning orientations of the generations
- Discuss the implications of generational attributes for learning
- Develop ideas, approaches, and strategies for bridging the generations in the classroom
- Deepen your understanding of the impact of technology on learning, especially among the Millennials

Generational Theory

- **Generation**: a cohort group whose length approximates the span of a phase of a life and whose boundaries are fixed by *peer personality*

- **Peer personality**: a *generational persona* recognized and determined by common age, location, beliefs and behaviors and perceived membership in a common generation

Each Generation

- Consists of approximately a 20-year span (not all demographers and generation researchers agree on the exact start/stop dates)

- Has a unique set of values

- Reacts to the generation before them

- Looks at their generation as the standard of comparison

- Looks at the next generation skeptically "these kids today…"

Generations Through US History

- Awakening 1701–1723
- Liberty 1724–1741
- Republican 1742–1766
- Compromise 1767–1791
- Transcendental 1792–1821
- Gilded 1822–1842
- Progressive 1843–1859
- Missionary 1860–1882
- Lost 1883–1900
- G.I. 1901–1924
- Silent 1925–1942
- Boom 1943–1960
- Generation X 1961–1981
- Millennial 1982–Present

The Four Generations

- Silent Generation: 1925 – 1942 (30 mil)
  - Ages 82 - 67
- Baby Boomers: 1943 – 1960 (76 mil)
  - Ages 66 - 49
- Gen X: 1961 – 1981 (49 mil)
  - Ages 48 - 28
- Millennial: 1982 – 2002 (70-100 mil)
  - Ages 27 - 7
- [Homeland: 2003 – 2020: still being defined]

Generational Cycles

Generation	Archetype	Dominance	Type	Era Heralded
Silent	Artist	Recessive	Adaptive	Outer-driven
Boomer	Prophet	Dominant	Idealist	Awakening
Gen x	Nomad	Recessive	Reactive	Inner-driven
Millennials	Hero	Dominant	Civic	Crisis

Cuspers

Persons born within 3-5 years of a generational divide are referred to as "Cuspers" and may favor and display characteristics from both relative generations. They are the folks that cement the generations together. They function as mediators, translators, and mentors.

Lancaster & Stillman, 2003

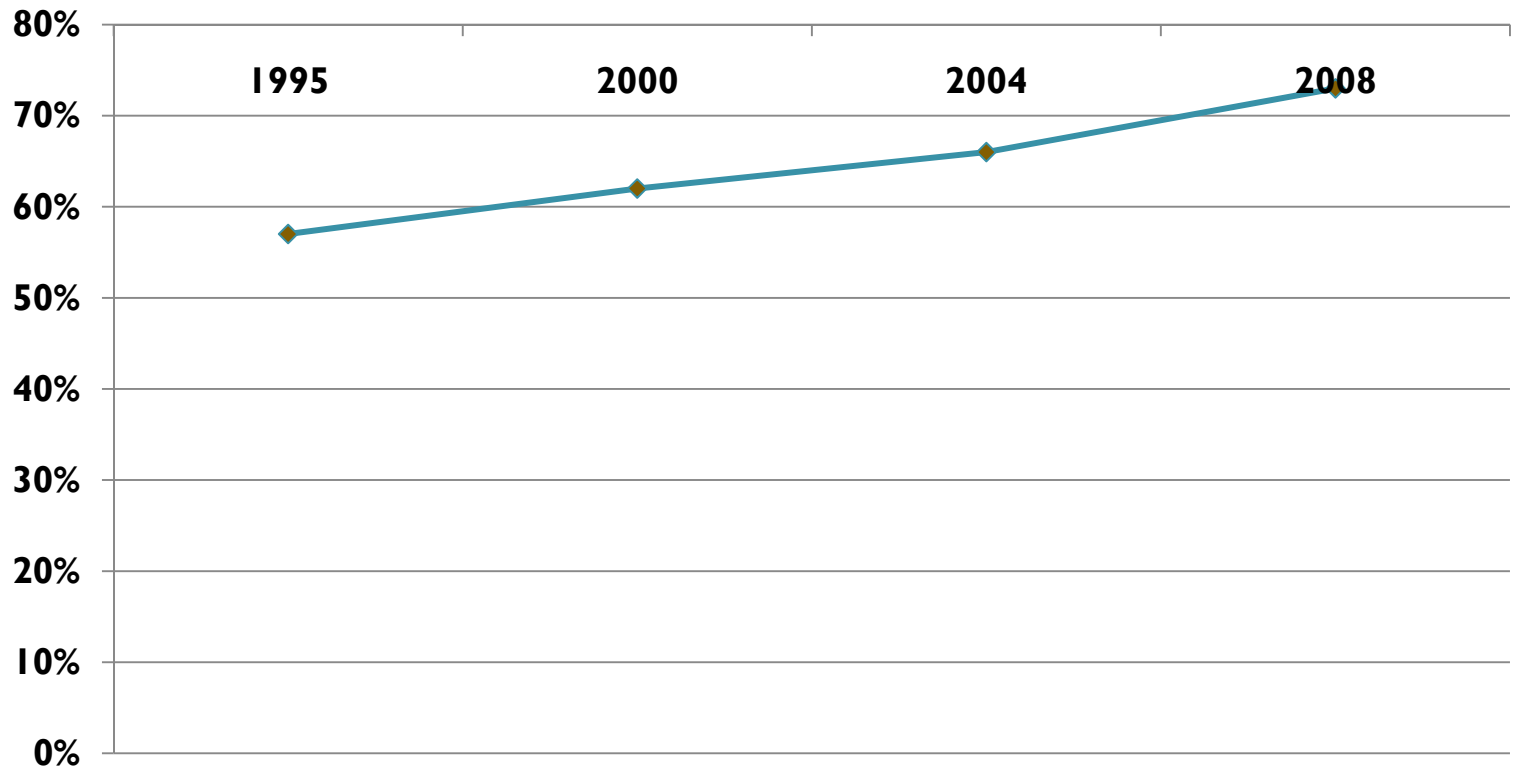# BCC's Generations

For 2008, registration breakdown is:

0-30 years:	**73%**
30-49 years:	**21%**
50 – 60+ years:	**5%**
Unknown:	**1%**

BCC's Generations

% BCC Students Under Age 30

The Four Generations

- Silent Generation: 1925 – 1942 (30 mil)
  - Ages 82 - 67
- Baby Boomers: 1943 – 1960 (76 mil)
  - Ages 66 - 49
- Gen X: 1961 – 1981 (49 mil)
  - Ages 48 - 28
- Millennial: 1982 – 2002 (70-100 mil)
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- [Homeland: 2003 – 2020: still being defined]

The Silent Generation 1925–1942

<u>Core Values</u>
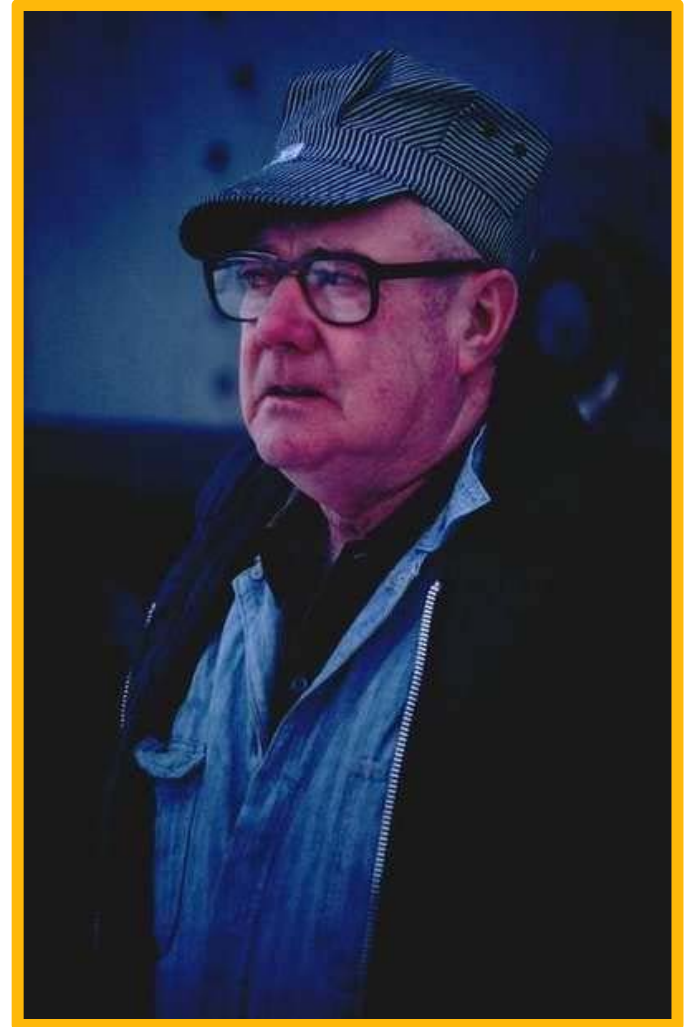- Dedication
- Hard Work
- Conformity
- Law and Order
- Patience
- Delayed Reward
- Duty before Pleasure
- Adherence to Rules
- Honor
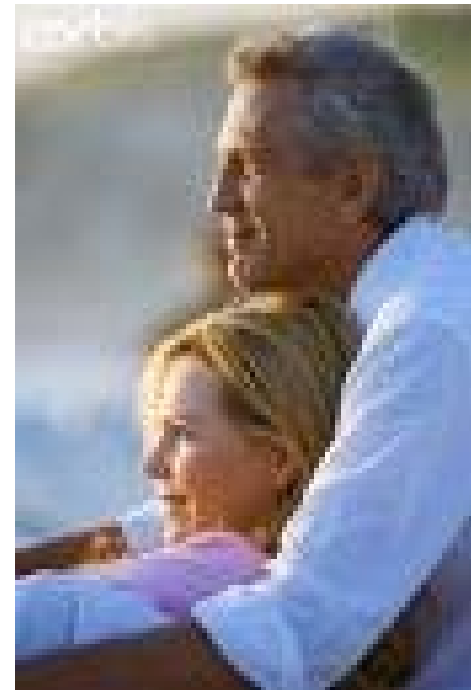
Silent Generation
Key Events & Icons

The Silent Generation Childhood

- **Raised by the GI Generation (1904-1924)**
- **Large families (3-5 children)**
- **Extended family**
- **Grandparents in the home**
- **Apprenticeship businesses and farming**
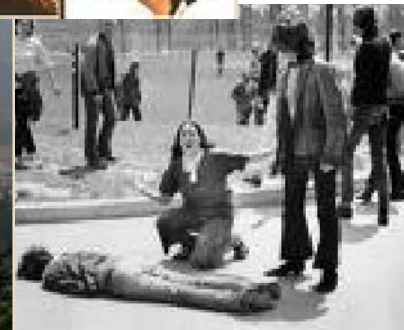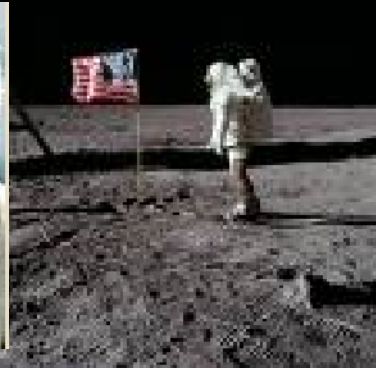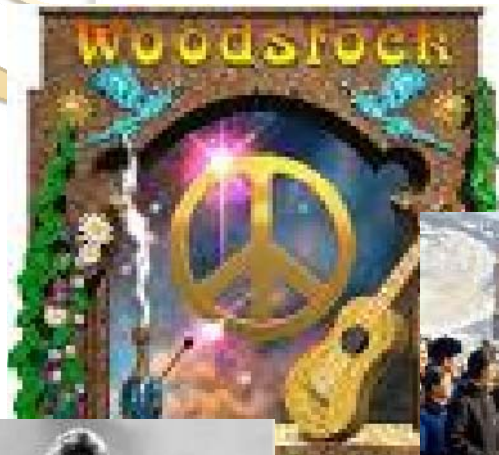- **Perception of the world as "safe"**

The Baby Boomers 1945–1961

Core Values

- Optimism
- Team Orientation
- Personal Gratification
- Health and Wellness
- Personal Growth
- Youth
- Work
- Involvement

Boomer Generation
Key Events & Icons

The Baby Boomer Childhood

- **Divorce in 1960 of 9% - stability**
- **Families moved due to GI Bill, GI housing and industrialization**
- **First generation to live miles from extended family**
- **Family size smaller (2-3 children); Few grandparents in the home**
- **Moms stayed home**
- **Children played outdoors without supervision**
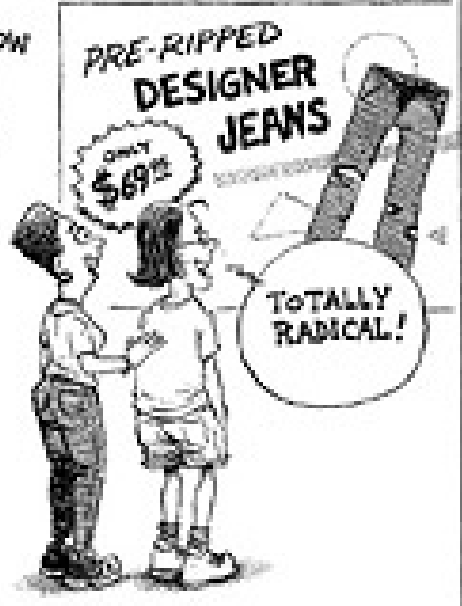- **Perception of the world as "safe"**

Gen X Generation 1961–1980

Core Values

Dedication

Hard Work

Conformity

Law and Order

Patience

Delayed reward

Duty before pleasure

Adherence to rules

Honor

[Pessimistic
Loners
Risk takers who don't
play by the economic rules
Culturally alienated]

Gen X
Key Events & Icons

The Gen X Childhood

- Divorce reached an all-time high
- Single-parent families became the norm
- Latch-key kids were a major issue of the time
- Children not as valued – looked at as a hardship
- Families spread out (miles apart)
- Family size = 1.7 children (many only children)
- Perception of the world as "unsafe"
- Average 10 year old spent 14 ½ minutes a day with a significant adult role model
- Parents looked around and said – we need to do this better

Generation X growing up...
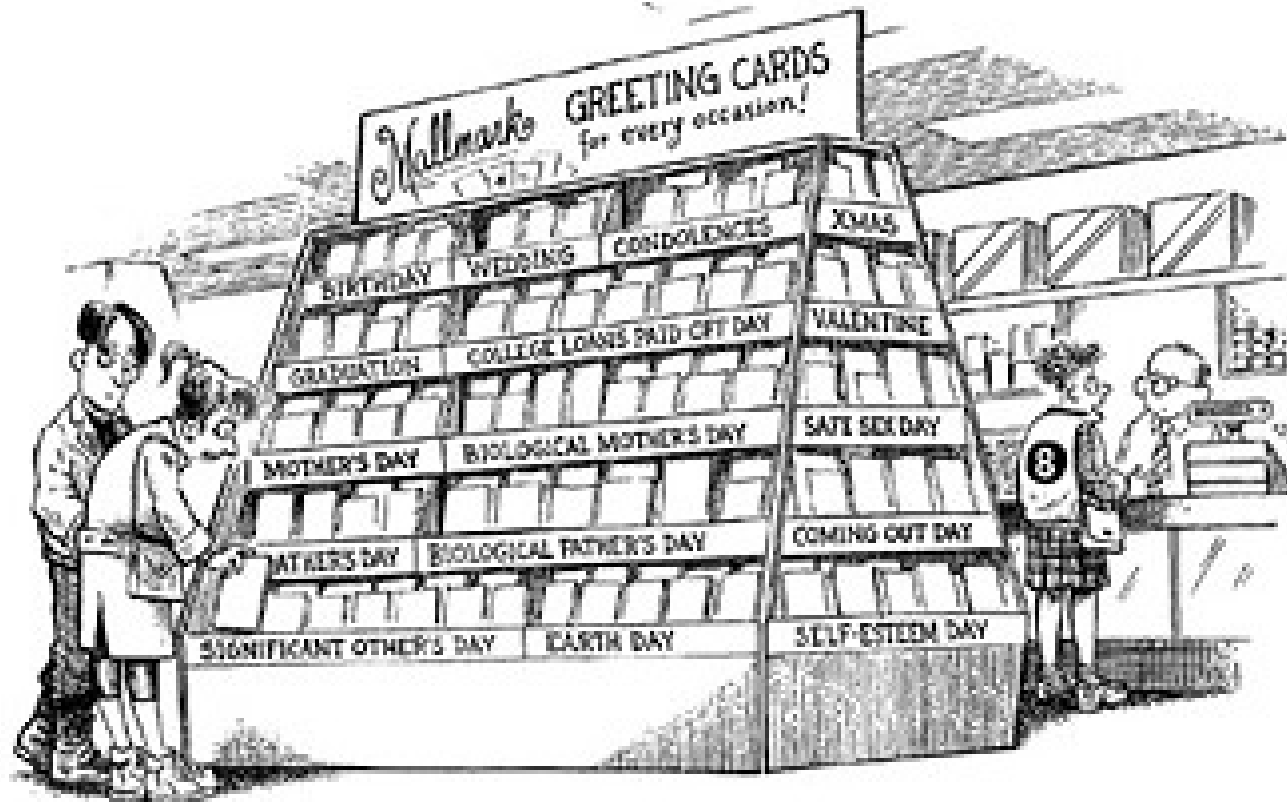
"Do you have a card for a half-sister's biological father's permanent companion?"

Part II:
The Millennial Generation

The Millennials

Millennials
Key Events & Icons
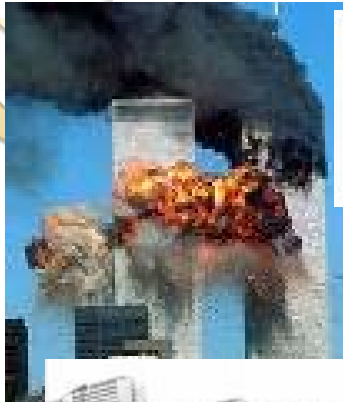
The Millennial Childhood

- The largest financial boom in history
- Steady income growth through the 1990s
- Still great disparity between races
- Saw their parents lose all their stocks and mutual funds (college funds)

Millennials

Seven Core Characteristics (Howe & Strauss):

- Special
- Sheltered
- Confident
- Team-oriented
- Conventional
- Pressured
- Achieving

"A Vision of Students Today"

Youtube Views: 3,067,386

http://www.youtube.com/watch?v=dGCJ46vyR9o

Millennials: Major Influencing Factors

- Their parents
- The self-esteem movement
- The customer service movement
- Gaming and technology
- Casual communication

Safety Issues

The Safest Generation

- This generation was buckled up in car seats, wore bike helmets, elbow and knee pads when skating, and were the inspiration for "Baby on Board" signs.
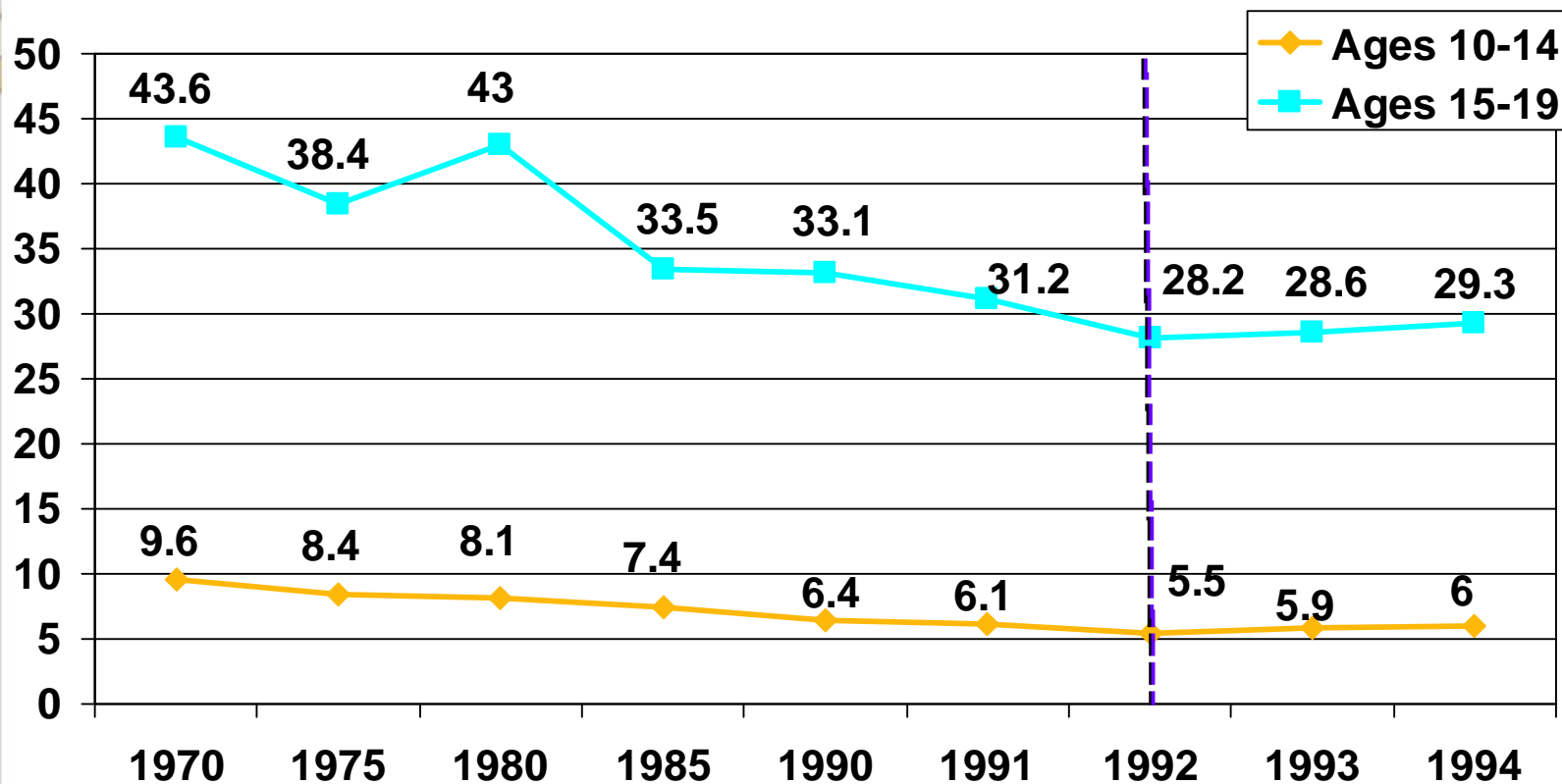
The Well-Being of U.S. Teens

- Mortality Rate for US teens aged 15–19 declined from 1960 to 1997.

    -Teens are having fewer accidents than Boomers

Youth Motor Vehicle Crash Deaths (rates per 100,000)

Source: National Center for Health Statistics, Division of Vital Statistics, 1995, and 1996.
http://aspe.os.dhhs.gov/hsp/97trends/sd3-3.htm

Carry Weapons to School

(reported carrying a weapon at least once within 30 days)
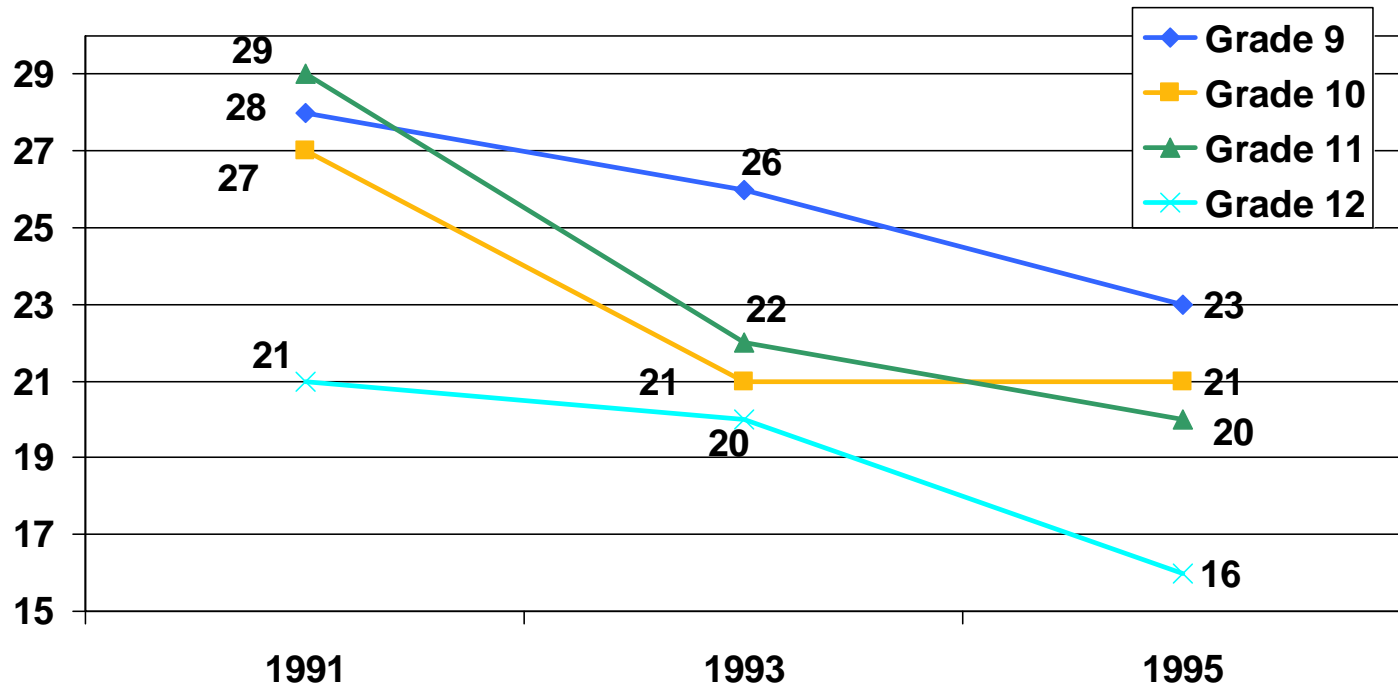
Source: National Center for Health Statistics, Division of Vital Statistics, 1995, and 1996.
http://aspe.os.dhhs.gov/hsp/97trends/sd3-3.htm

Children (9th -12th Grade) Who Have Gotten in a Fight in the Last Year
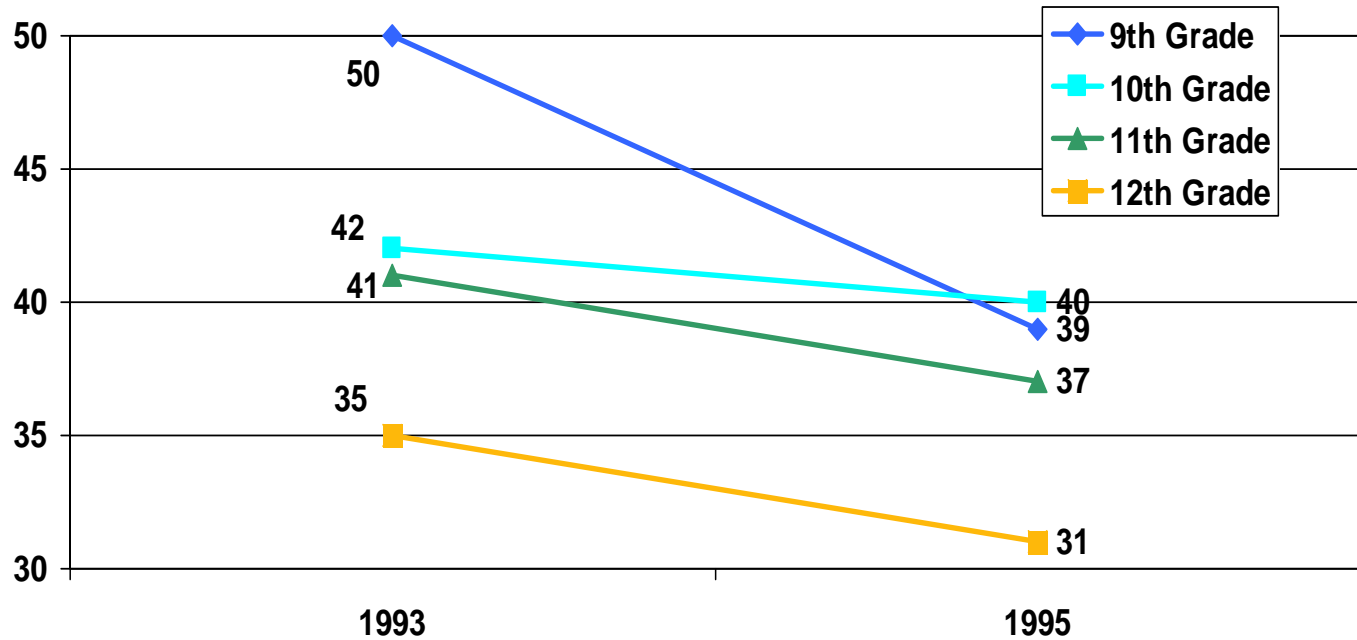
Source: National Center for Health Statistics, Division of Vital Statistics, 1995, and 1996.
http://aspe.os.dhhs.gov/hsp/97trends/sd3-3.htm

Serious Violent Victimization of Teens, Age 12-17 (rates per 1,000 - assault, rape and robbery)
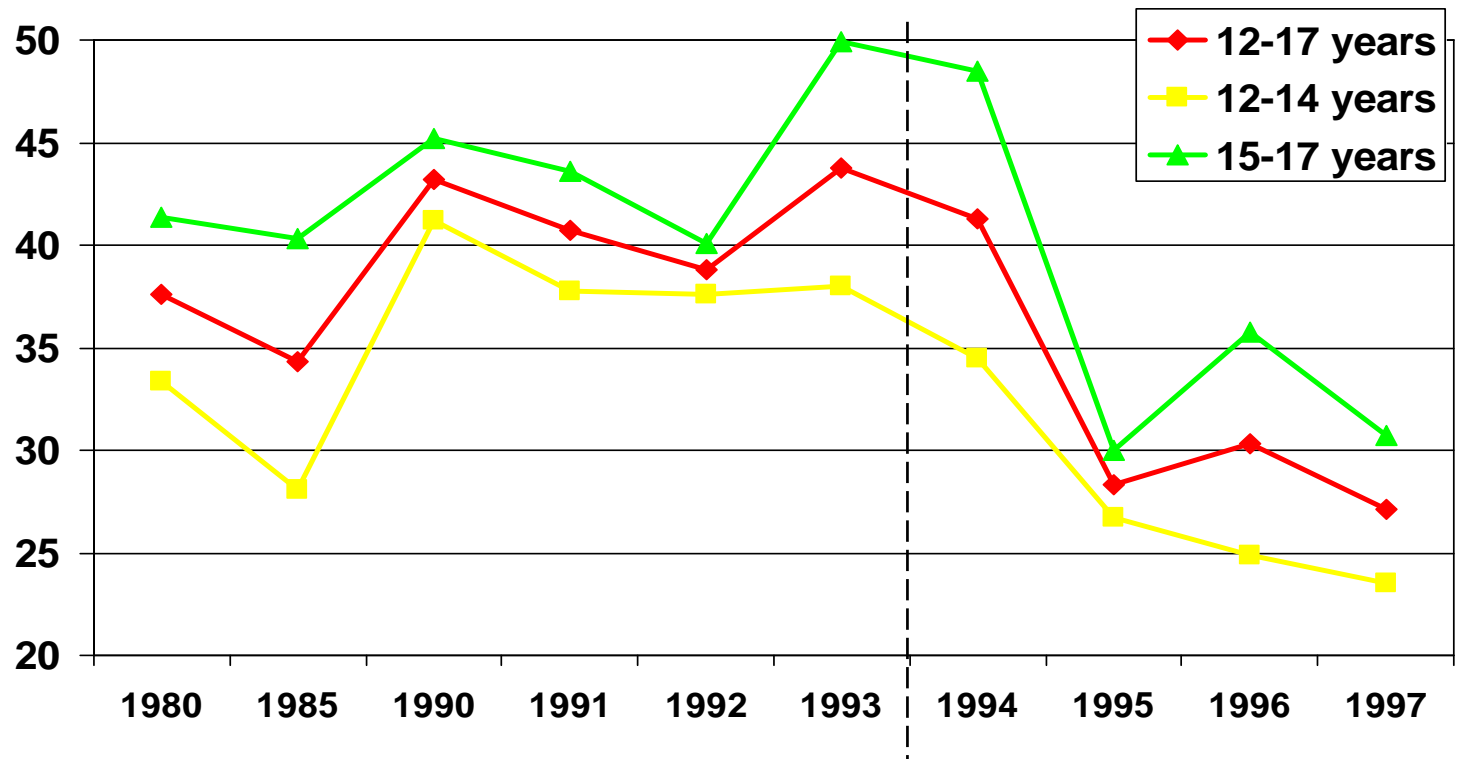
Ever Used any Drug in Their Lifetime 2002-2005 (by percent)
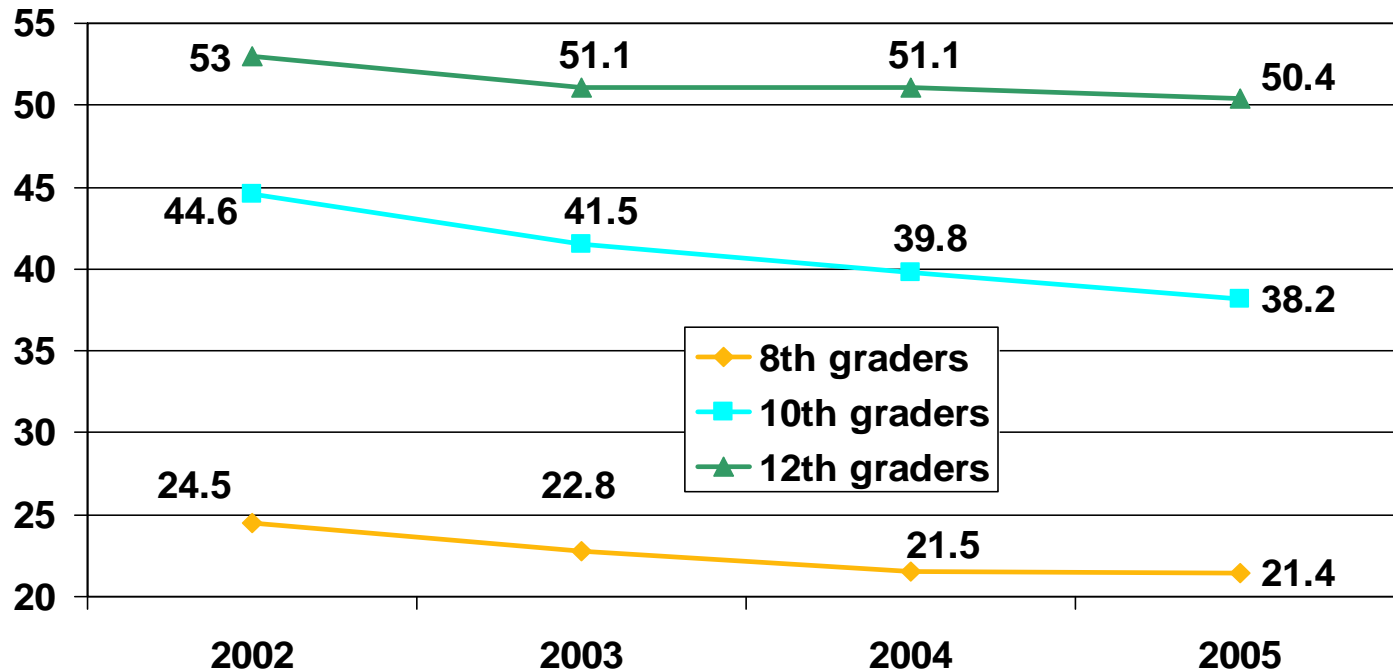
National Institutes of Health, http://www.nida.nih.gov/Infofacts/HSYouthtrends.html

General Health Conditions
(Children under 18, rates per 1,000)
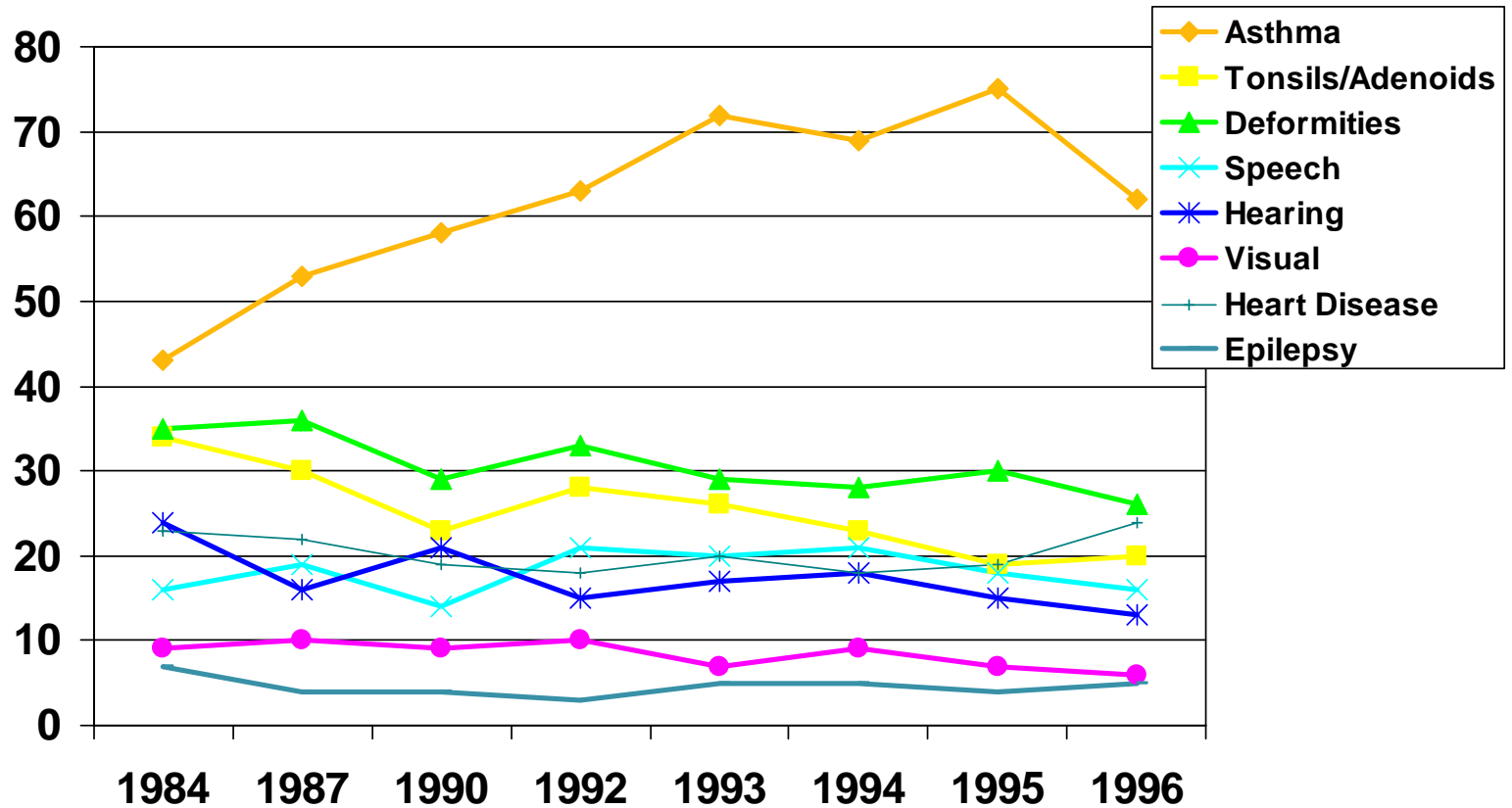
Focus on Self-esteem

- 9,068 books were written about self-esteem and children during the 1980s and 1990s (there were 485 in the 70s).

- The state of California spent millions studying the construct and published a document entitled "Toward a State of Self-Esteem"

- Angst of adolescence still present
  - disconnected
  - question meaning of existence
  - want to feel valued

HOWEVER: Percentage of Children Age 3-17 Who Have Been Diagnosed ADHD
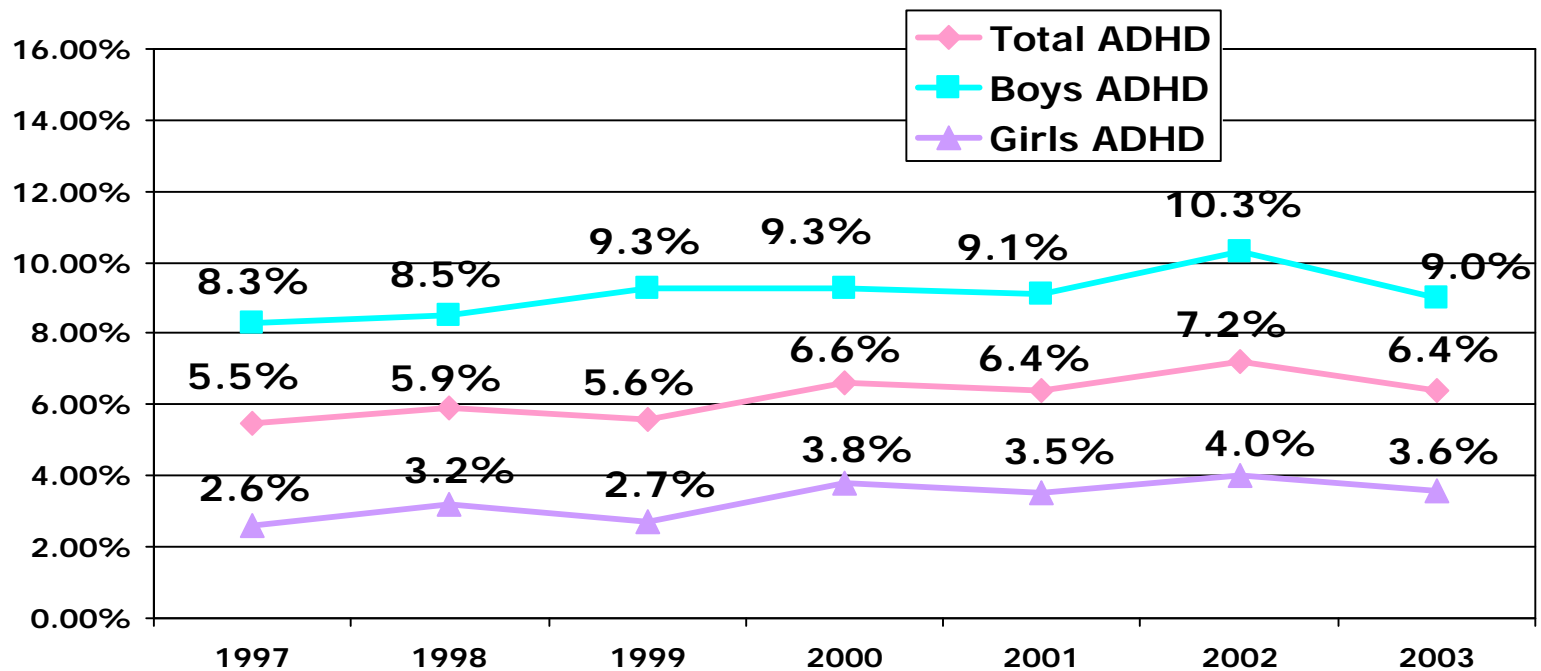
Doses of Methylphenidate (Ritalin) in Millions
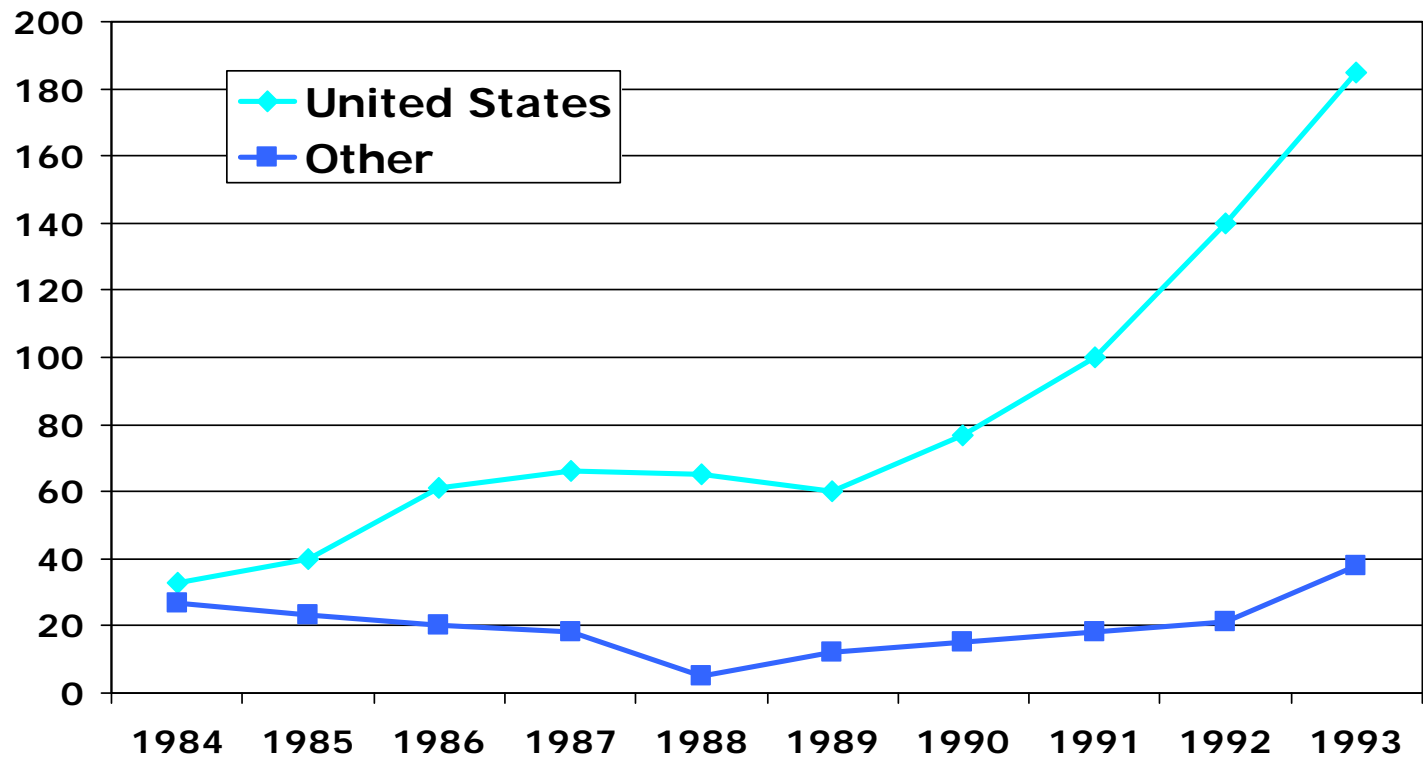
US Department of Justice, DEA, http://www.methylphenidate.net/

Need for Disability Services

- It is estimated that 3 million Millennials have been diagnosed with ADHD and have been medicated (80% are boys)
- Within student populations, the number with disabilities has jumped from 3% to 9%.
  - Many have had individual education plans
  - Many need testing services (quiet, separate)
  - Need to self-advocate to teachers
  - Major transition from high school to college

Millennial Student Mental Health

- 20% of students in counseling
- Eating disorders have their highest rate in college-aged women
- 30% of freshman and 38% of college women reported feeling frequently overwhelmed
- 40% of college men and 50% of college women surveyed said they had experienced severe depression
- 90% of College Counseling directors reported a rise in students with severe psychological problems

Source: Colleges Struggle, Innovate to Meet Mental Health Needs of Students, Tuesday, August 29, 2006, By Robin Wallace, http://www.foxnews.com/story/0,2933,211084,00.html

Part III:
Millennial Parents – Blessing and Curse

Rokeach Values Survey

- Take the values survey
- Then let's compare…

Rokeach Instrumental Values

Instrumental Values	Gen Y N=2,153	Gen X N=1,440	Baby Boom N=1,464
Ambitious	5	11	7
Broadminded	7	8	15
Capable	8	3	4
Clean	14	16	16
Courageous	13	6	12
Forgiving	15	14	9
Helpful	11	10	13
Honest	1	1	1
Imaginative	18	17	17
Independent	4	9	5
Intellectual	10	12	11
Logical	12	7	8
Loving	3	5	6
Loyal	6	4	3
Obedient	17	18	18
Polite	16	15	14
Responsible	2	2	2
Self-controlled	9	13	10

Rokeach Terminal Values

Terminal Values	Gen Y N=2,153	Gen X N=1,440	Baby Boom N=1,464
A Comfortable Life	6	4	4
An Exciting Life	11	13	12
A Sense of Accomplishment	7	11	10
A World Peace	15	15	14
A World of Beauty	18	18	17
Equality	12	14	16
Family Security	1	1	2
Freedom	3	3	5
Health	2	2	1
Inner Harmony	16	5	9
Mature Love	9	9	11
National Security	14	16	15
Pleasure	13	10	13
Salvation	10	12	8
Self-Respect	5	6	3
Social Recognition	17	17	18
True Friendship	4	7	7
Wisdom	8	8	6

Parents of Millennials…

1940   1950   1960   1970   1980   1990   2000

Boomers

Gen.Xers
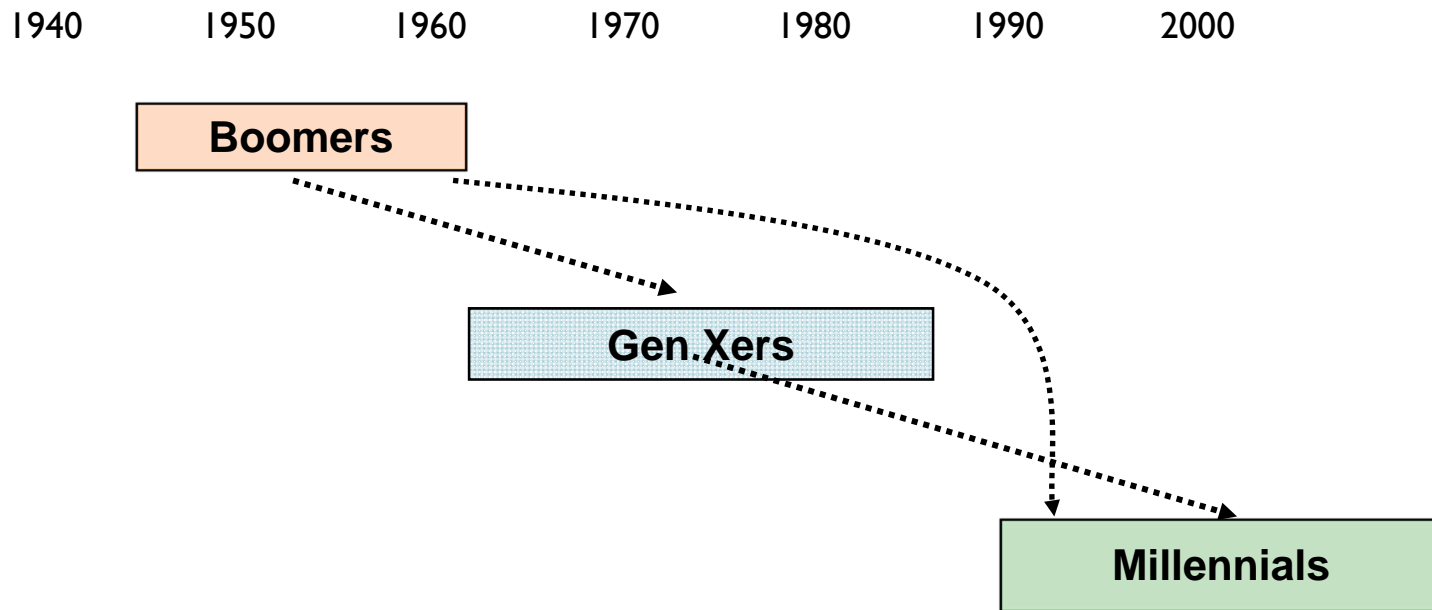
Millennials

Demographic Trends

- The Baby Boomers chose to become parents at an older age in the 1980s and 90s

- Gen X reverted back to the earlier birth-age norm

- Millennials have largely Baby Boomer parents: Average age of mothers at birth at an all time high of 27 in 1997

Demographic Trends, cont.

➤ Smaller families: Only children now 10% of the population

➤ More parental education: 1 in 4 has at least one parent with a college degree

➤ Children born in the late '90s are the first in American history whose mothers are better educated than their fathers

Demographic Trends – Changing Diversity

- Increase in Latino immigration

  ◦ Latino women tend to have a higher fertility rates than non-Latino women (earlier age of motherhood?)

- <u>Nearly 35% of Millennials are nonwhite or Latino</u>

- 20% have at least one parent who is an immigrant

- Millennials are the most racially and ethnically diverse generation

Parents of Millennials

- Deliberate parenting = "parenting for outcomes"
- Boomers reject parenting practices of silent generation
- Not "because I told you so" but "let's talk about it"
- Explanations which lead to informed choices
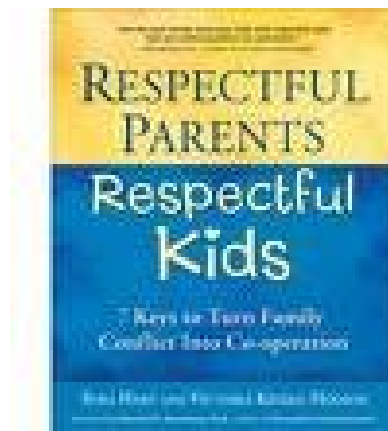
Helicopter Parents

- **Helicopter Parent (*n*)** A parent who hovers over his or her children
- **Snowplow parent (*n*)** Parents who clear the way for their children
- "……these (echo) boomers are confident, achievement-oriented and used to hovering **"helicopter" parents** keeping tabs on their every move." (Anthony DeBarros, "New baby boom swamps colleges," *USA Today*, January 2, 2003)
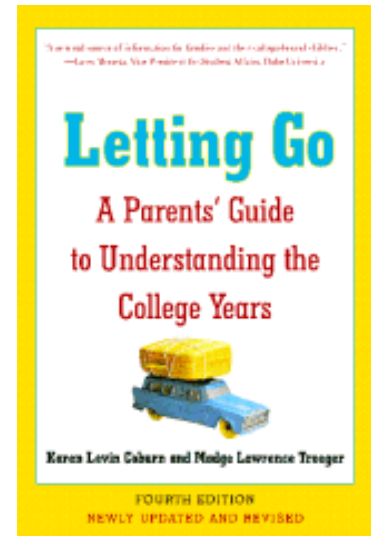
This Parenting Model Leads to …

Seven Core Characteristics (Howe & Strauss):

- Special
- Sheltered
- Confident
- Team-oriented
- Conventional
- Pressured
- Achieving

- PLUS, the master negotiator: everything's negotiable

Values Shift

- Boomer parents are stressed & exhausted
- Millennials are interested in a life with value and meaning
- They want something different
- Can they achieve work-life balance?

Part III: Millennials and Technology

Internet Use Survey

- Take the survey…
- And we'll compare results…

Internet Use Survey
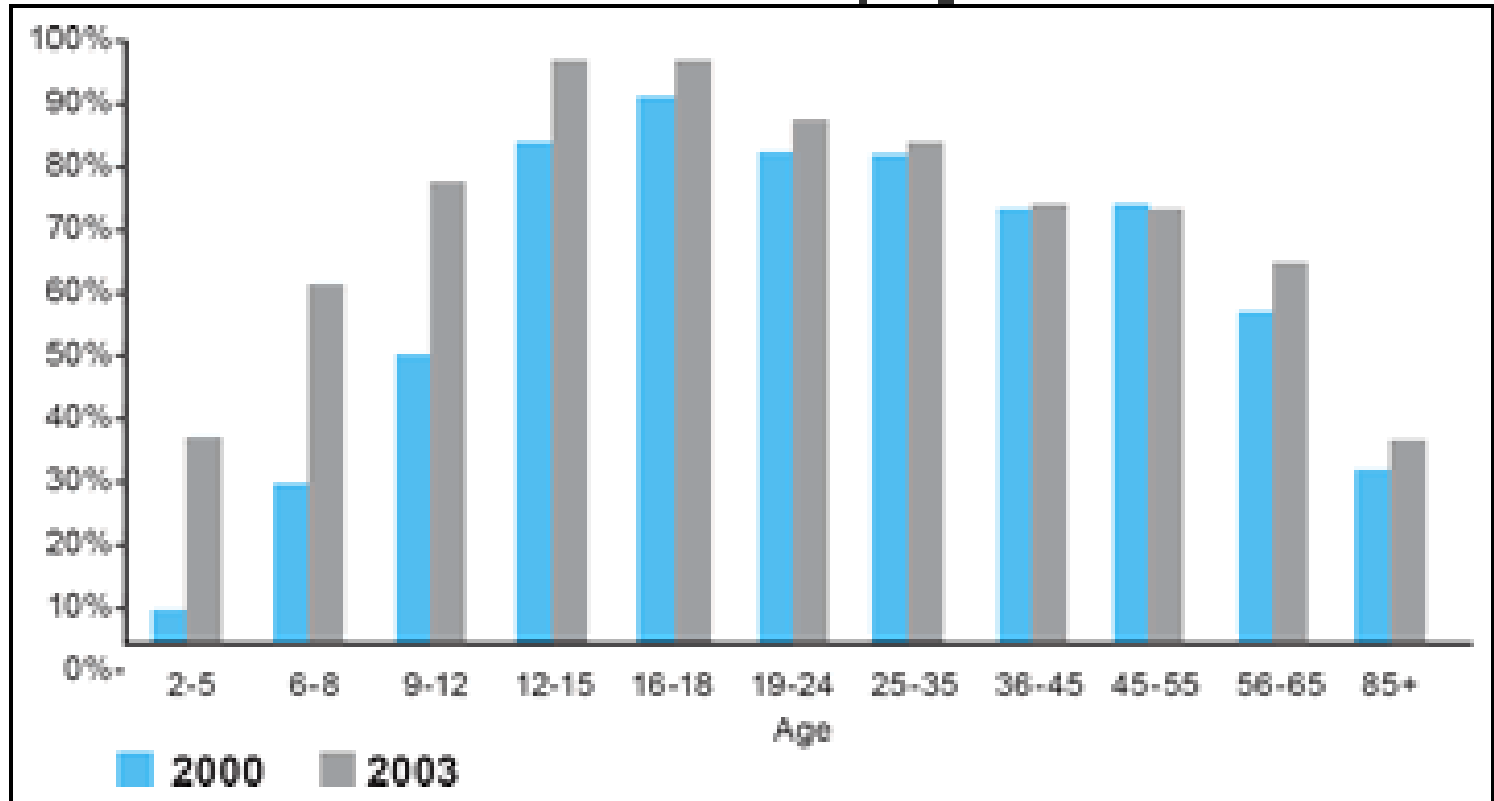
Generational Differences in Online Activities

	Online Teens^ (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-54)	Older Boomers (55-63)	Silent Generation (64-72)	G.I. Generation (73+)	All Online Adults^^
Go online	**93%**	**87%**	**82%**	**79%**	**70%**	**56%**	**31%**	**74%**
Teens and Gen Y are more likely to engage in the following activities compared with older users:								
Play games online	78	50	38	26	28	25	18	**35**
Watch videos online	57	72	57	49	30	24	14	**52**
Get info about a job	30~	64	55	43	36	11	10	**47**
Send instant messages	68	59	38	28	23	25	18	**38**
Use social networking sites	65	67	36	20	9	11	4	**35**
Download music	59	58	46	22	21	16	5	**37**
Create an SNS profile	55	60	29	16	9	5	4	**29**
Read blogs	49	43	34	27	25	23	15	**32**
Create a blog	28	20	10	6	7	6	6	**11**
Visit a virtual world	10	2	3	1	1	1	0	**2**

Internet Use Survey

Generational Differences in Online Activities

|	Online Teens^ (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-54)	Older Boomers (55-63)	Silent Generation (64-72)	G.I. Generation (73+)	All Online Adults^^
Activities where Gen X users or older generations dominate:								
Get health info	28	68	82	74	81	70	67	**75**
Buy something online	38	71	80	68	72	56	47	**71**
Bank online	*	57	65	53	49	45	24	**55**
Visit govt sites	*	55	64	62	63	60	31	**59**
Get religious info	26~	31	38	42	30	30	26	**35**
And for some activities, the youngest and oldest cohorts may differ, but there is less variation overall:								
Use email	73	94	93	90	90	91	79	**91**
Use search engines	*	90	93	90	89	85	70	**89**
Research products	*	84	84	82	79	73	60	**81**
Get news	63	74	76	70	69	56	37	**70**
Make travel reservations	*	65	70	69	66	69	65	**68**
Research for job	*	51	59	57	48	33	9	**51**
Rate a person or product	*	37	35	29	30	25	16	**32**
Download videos	31~	38	31	21	16	13	13	**27**
Participate in an online auction	*	26	31	27	26	16	6	**26**
Download podcasts	19	25	21	19	12	10	10	**19**

Internet Use By Age

Source: Cole, Jeffrey I., et al. UCLA Internet Report: Surveying the
Digital Future, Year Three. *UCLA Center for Communication Policy*.
Feb. 2003; Connected to the Future: A Report on Children's
Internet Use. *Corporation for Public Broadcasting*. 2002; Horrigan, John,
et al. The Ever-Shifting Internet Population. *Pew Internet & American
Life Project*. 16 Apr. 2003.

Attitudes Toward Technology

- This generation has been plugged in since they were babies

- They grew up with educational software and computer games

- They think technology should be free

- They want and expect services 24/7

- They do not live in an 9–5 world

- They function in an international world

- The Internet is a source of research, interactivity, and socializing (they prefer it over TV)
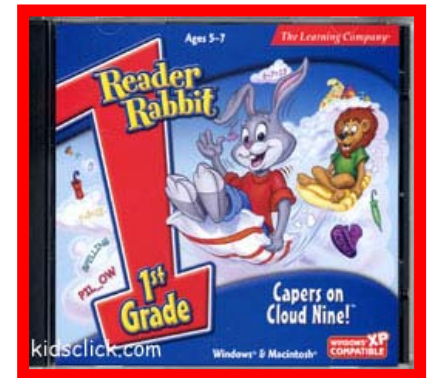
Impact of Gaming

- The game endings change based on decisions children make
- Involves a complex set of decision-making skills
- Teaches them to take multiple data points and make decisions quickly
- Results in a <u>trial and error approach to solving problems</u>

The Plugged-In Generation

- 94% of online teens use the Internet for school-related research
- 24% have created their own web pages
- 16% of teens are shareholders in the stock market
- Teens and college students combined spend nearly $400 billion a year
- The largest group of new users of the Internet from 2000-2002 were 2-5 year olds

Source: A Nation on the Move, http://www.ed.gov

By age 21…..

- It is estimated that the average child today will have:
  - Spent 10,000 hours playing video games
  - Sent 200,000 emails
  - Spent 20,000 hours watching TV
  - Spent 10,000 hours on their cell phone
  - <u>Spent under 5,000 hours reading</u>

Source: Prensky, Mark. Digital Natives, Digital Immigrants, <u>On the Horizon </u>(MCB University Press, Vol. 9 No. 5, October 2001)

Focus on Customer Service

- Expect access (24/7)
- Expect things to work like they are supposed to
- If they don't "that is your problem"
- They want what they have paid for
- Everything comes with a toll-free number or web address

Cell Phones

- Not a phone – a lifestyle management tool
- Staying "connected" is essential
- Communication is a safety issue for parents.
- Communication has become casual for students (IM, email, texting, Facebook)
- If cell and Ipod merge (iPhone, Blackberry), will bring communications and entertainment together

Hello – Can We Say 'Social Networking'

What About 1st Generation Students?

- Not all students will be proficient
  - first-generation/low income may have less experience
  - experience with technology has been in arcades and minimally in school (poorer districts.)
- A high-income household in an urban area is more than <u>twenty times as likely</u> as a rural, low-income household to have Internet access.
- A child in a low-income White family is <u>three times as likely</u> to have Internet access as a child in a comparable Black family
  - four times as likely to have access as children in a comparable Hispanic household.

Source: <u>Falling through the net: Defining the digital divide</u>. A Report On The Telecommunications And Information Technology Gap In America, July 1999, National telecommunications and information administration, U.S. Department of Commerce

Part IV:
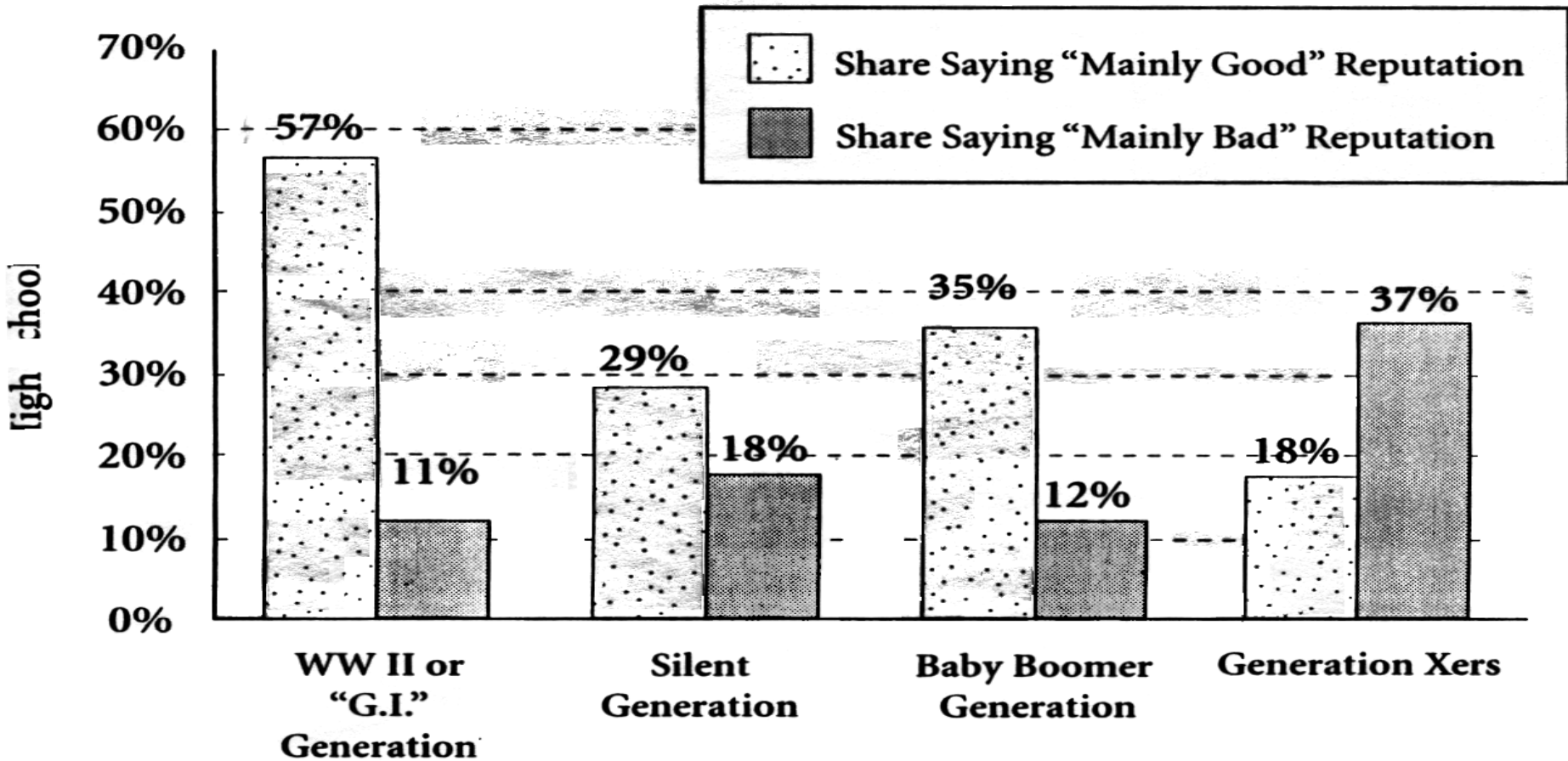# So, What Does All This Mean for Teaching & Learning??

Who We Are

- 2.8 million faculty employed by colleges and universities in the U.S.
- 62% over the age of 45
- Average age of 55
- Our approach:
  - You can make it if you try
  - This stuff really matters
  - Buckle down

Source: Profile of American Faculty, 2004

High School Class of 2000, Opinion of Generational Reputations

Legend:
- Share Saying "Mainly Good" Reputation
- Share Saying "Mainly Bad" Reputation

Generation	Mainly Good	Mainly Bad
WW II or "G.I." Generation	57%	11%
Silent Generation	29%	18%
Baby Boomer Generation	35%	12%
Generation Xers	18%	37%

What is Excellent Teaching?

- According to a Univ. of Central Florida survey of 500,000 students of all generations, agreement on these factors:
  - Facilitate student learning
  - Communicate ideas and information effectively
  - Demonstrate genuine interest in student learning
  - Organize their courses effectively
  - Show respect and concern for their students
  - Assess student progress fairly and effectively

Silent Generation

- Stable learning environment - orderly and risk-free
- Seek consistency, logic and discipline
- Content anchored in tried-and-true practice
- Classroom-style setup
- Teachers should establish ground rules early and stick to them
- Teacher as authority, conservative approach
- Motivated by loyalty to mission
- May be embarrassed in front of younger classmates
- Large type; clear text summaries

Source: "Generations at Work: Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace" (AMACOM, 1999).

Boomers in the Classroom

- Non-authoritarian
- Want to share knowledge
- Teamwork
- Focused and driven to master content
- Connect to teachers who are personal, egalitarian
- Like interactivity
- Like multiple sources of info – exec summary, skimmable

Gen X in the Classroom

- Like self-directed learning
- Free scheduling preferred
- Related to teacher's expertise
- Motivated learners – get to it
- Role play and learn by doing
- Respond to visual presentation of material

Millennial Expectations

- They have grown up in an outcomes-based world – have the attitude "what's in it for me?"
- Clear expectations, explicit syllabi, and well structured assignments
- They expect detailed instructions and guidelines for completing assignments
- They have come from K-12 systems where students are actively involved in learning and classroom activities change often
- Teachers are helpers/facilitators of learning

Millennial Expections

- They need to understand the "why"
- They want to have input into the educational processes.
- They want to be involved in meaningful activities, not mundane work
- They think it is cool to be smart
- They will respond well to programs like learning communities and service learning

Millennials and Learning: Brain Research

- Key factors are <u>cognitive control</u> and <u>integration</u>
- Cognitive control
  - Metacognitive awareness and strategic knowledge
  - Involves the capacity to set goals, plan, and self-monitor
  - Function undergoes dramatic restructuring well into the 20s
- Integration
  - domain-specific and general cognitive integration
  - cognitive,
  - emotional, and
  - social integration
- Academic success is related to
  - capacity to set goals
  - use strategies flexibly in meeting these goals
  - reflect on progress toward meeting goals

"Cognition and Brain Development in Students of Traditional College-Going Age: Annotated Bibliography," Prepared by Jill Jeffery New York University, Steinhardt School of Culture, Education, and Human Development, http://www.teaglefoundation.org/learning/report/CogAB.aspx

New Definitions of Literacy

- Beyond Text Literacy ….
  - Image literacy
  - Screen literacy
  - Information navigation literacy
- … To *Bricolage* (remixing)
  - "make creative and resourceful use of whatever materials are to hand (regardless of their original purpose)"
- Learn through Action, not instruction
  - Practice-oriented learning

Information Navigation Literacy

It's a Copy and Paste World

- Information is free and available everywhere
- Authorship on the Internet is less formal
- Does earlier education value creativity over accuracy?
- Some plagiarism may be unconscious
- *Reality can be Photoshop-ed*
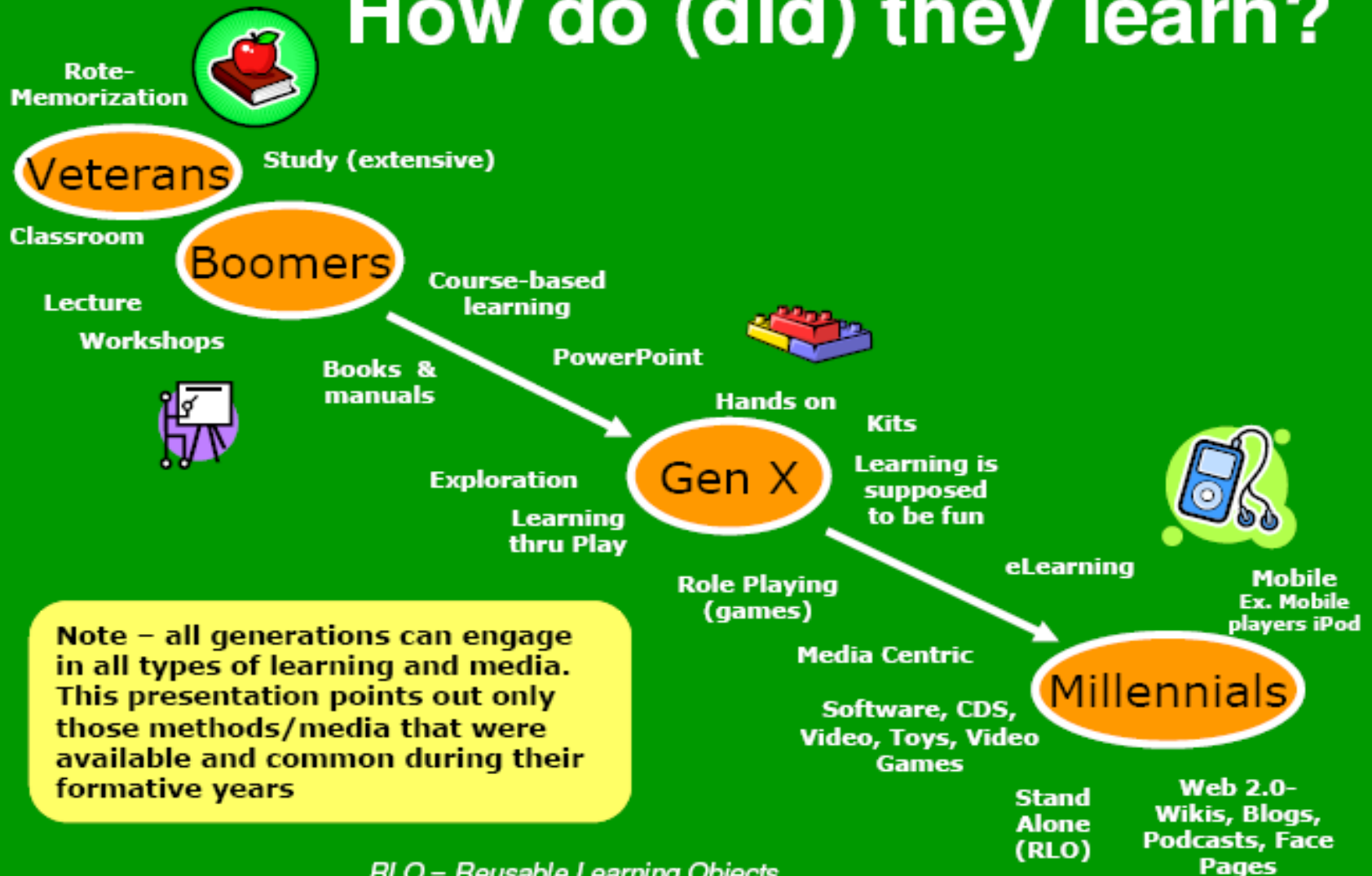
Point – Counterpoint: The "Dumbest" Generation?

http://www.youtube.com/watch?v=OPE4jD99SUk&feature=related (Mark Bauerlein, Emory Univ English Prof)

Food for Thought

"Trying to measure the Millennials by a Boomer yardstick"

Your Generational Teaching Strategies

- Split into groups (5 min)
- Read your scenario individually (5 min)
- Work together to come up with strategies/responses to the scenarios (30 min)
- Report out (20 min)