The golden age: Boomtime - People's century

http://www.youtube.com/watch?v=0Ud2BakKGa8 (part 1 – 5:01)

http://www.youtube.com/watch?v=P05hboahOSM (part 2 – 5:01)

http://www.youtube.com/watch?v=SI7MiFF3WVU (part 3: 5:01)

http://www.youtube.com/watch?v=YegT8-uPyqE (part 4: 5:01)

http://www.youtube.com/watch?v=COcjCKM_5Uc (part 5: 5:01)

http://www.youtube.com/watch?v=jOT7q46UOLI (part 6: 5:01)

http://www.youtube.com/watch?v=2QhN6nINqMA (part 7: 5:01)

http://www.youtube.com/watch?v=FtxndCNuG-A (part 8: 5:01)

http://www.youtube.com/watch?v=VOjEc_HpGBM&NR=1 (part 9: 5:01)

http://www.youtube.com/watch?v=BP89WslGUnU (part 10: 5:01)

http://www.youtube.com/watch?v=jy0Vo4Rx3SQ (part 11: 5:01)

Paper 2

- Identify the main features of the post-industrial society

(pages 90-93)

Traditionalists	Baby Boomers	Generation X	Millenials
- Born before 1946 - The Greatest Generation - 75 Million Americans	- Born 1946 to 1965 - Also known as: Boomers, Vietnam Generation, Me Generation - 80 Million Americans	- Born 1966 to 1980 - Also known as: Post-Boomers Gen-Xers, Baby Busters - 60 Million Americans	- Born 1981 to 2000 - Also known as: Gen Y, Digital Natives - 76 Million Americans

Traditionalists

Characteristics:
- Loyal, patriotic, legacy minded, fiscally conservative
- Strong faith/belief in institutions

Stereotypes:
- A bit out of touch
- Almost universally admired by other generations

Defining technology in their era:
- Radio

Defining Moments:
- Great Depression, Pearl Harbor, WWII, Social Security, The New Deal, GI Bill, Korean War, Sputnik, Jackie Robinson, The Holocaust

Baby Boomers

Characteristics:
- Strong work ethic, Respect for hierarchy, Goal-driven
- Believe in "face time", Value consensus, Focused on their children

Stereotypes:
- Authoritarian, resistant to change, less technologically inclined, competitive, judgmental of differing opinions

Defining technology in their era:
- Television

Defining Moments:
- Post-war economic prosperity, feminism and civil rights movement, Vietnam War, The Cold War

Generation X

Characteristics:
- Independent-minded, self-reliant, skeptical of institutions / authorities, strong desire to acquire new workplace skills, value work-life balance and freedom to work independently, pragmatic, informal and adaptable, diversity-minded, techno-literate

Stereotypes:
- Cynical, hesitant to share information, prefer to work alone

Defining technology in their era:
- Personal Computer

Defining Moments:
- Berlin Wall, Challenger disaster, recession, corporate downsizing, video games, personal computers, Iranian hostage crisis, AIDS, Chernobyl

Millenials

Characteristics:
- Optimistic, confident, sociable, techno savvy & connected 24/7, multi taskers, collaborative, demand flexible work arrangements, socially and environmentally-minded, family oriented (parents)

Stereotypes:
- Fickle, naïve, lazy, impatient, disloyal, high-maintenance

Defining technology in their era:
- Internet

Defining Moments:
- Emerging countries & global economy, information (24 hour news cycle), "Pocket" IT, self-esteem enhancement practices and student-centred learning programs, 9-11, Iraq War, Enron, WorldCom, Columbine shooting, global financial crisis

Different generations…

- http://www.youtube.com/watch?v=V2k3Mx07B9I

Discussion

- Would you define yourself as a millennium?
- Discuss with your group whether you share same values and attitudes towards work?
- How would your group define the ideal workplace? The ideal career?
- How do you see the possibility of working in a intergenerational team?