

# 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](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](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



- Born before 1946
- The Greatest Generation
- 75 Million Americans

### 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



- Born 1946 to 1965
- Also known as: Boomers, Vietnam Generation, Me Generation
- 80 Million Americans

### 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



- Born 1966 to 1980
- Also known as: Post-Boomers, Gen-Xers, Baby Busters
- 60 Million Americans

### 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

## Millennials



- Born 1981 to 2000
- Also known as: Gen Y, Digital Natives
- 76 Million Americans

### 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 millennial?
- 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?