

SUBJECT	BABY BOOMERS	GENERATION X	GENERATION Y	GENERATION Z
Period (birth)	Up until 1960	1961-1979	1980-1995	After 1995
Other names			Millennials	
Formed by	The Cold War Vietnam War The assassination of Kennedy Watergate Apollo moon landing	End of the Cold War The Fall of the Berlin Wall Challenger disaster AIDS	9/11-terroism Global warming	Energy Crisis Financial Crisis ISIS First black president of the United States
Technology		The first PC Early mobile phone technology MTV	Digital entrepreneurs PlayStation Google, Facebook, and Twitter	Digital natives Mobile devices Cloud computing
Communication	Phone	Email and text messaging(SMS)	Tablet Smartphone Online Instagram	Handheld communication devices, for example, integrated into clothing FaceTime Snapchat
Looking for	Job security	Work-life-balance	Freedom and flexibility	Security and stability
Attitude towards jobs	The job is defined by the employer. Loyalty to the employer.	Loyal to the profession – not necessarily to the employer.	Works with the organization – not for.	Freelancers. Multitask and move effortlessly between organizations and jobs. For example, change jobs often.
Features	Self-conscious, fun-loving and demanding. Prioritise openness, freedom and solidarity.	Works hard and likes luxury. Believe in marriage and the nuclear family. Curling Parents.	Ask why we do as we do. Love drama and self-promotion. Open, adaptable.	Zaps through life. Adaptable. Thinking globally. Self-realization, confident, critical.

FIGURE 4.17
Overview of Generations.