

Understanding the Culture: Generation Y (1981-2000)

Defining Events

- Digital Age
- Oklahoma City bombing
- Princess Diana's death
- Monica Lewinsky affair
- Columbine massacre
- September 11
- Iraq War – War on Terror

Attitudes and Values

- Confident
- Diversity
- Civic Duty
- Respect for Authority
- Dedication
- Optimism

Characteristics and Skills

- Technology based
- Dedicated
- Collective action
- Self-reliant
- Expressive and Tolerant
- Eager to accept responsibility
- Innovative
- Casual
- Short Attention Span

Heroes

- Parents
- Michael Jordan
- Tiger Woods
- Princess Diana
- Oprah Winfrey
- Mother Teresa



- iPhone
- iPods
- Digital Music
- MySpace - Facebook
- Texting
- Email
- Blogging
- MP3
- Google - Yahoo

- ❖ High Expectation of Self
- ❖ Value Personal Growth
- ❖ Friendship is Strong Motivator
- ❖ Seek Creative Challenges
- ❖ Goal Oriented
- ❖ Multi-Task – Bore Easily
- ❖ Speak Minds
- ❖ Financial Smarts
- ❖ Desire Work-Life Balance
- ❖ Skeptical of Employee Loyalty
- ❖ Casual
- ❖ Comfortable with Technology
- ❖ Require Constant Feedback
- ❖ Value Cultural Diversity
- ❖ Accept Individual Differences
- ❖ Admire Older Generations
- ❖ Value Education
- ❖ Confident in Own Ability

As a generation that grew up watching Will and Grace and countless reality shows, Generation Y is very tolerant and accepting of diversity. In contrast to Baby Boomer's (24% minority), 1 in 3 Gen Y is a minority (34% minorities). This number will continually grow as the number of foreign-born populations in the United States is projected to increase approximately 11% by 2010.

Interracial and multicultural relationships have increased approximately 10 fold since the 1960s. This factor has contributed to a more open-minded generation that is tolerant of differences in race, religion, culture, sexual orientation and economic status.

Generation Y saw a refocus on family life. Parents have taken more of an active role with this generation, frequently referred to as helicopter parents. This generation has been pampered and nurtured and therefore may appear high maintenance. However, this nurturing and continuous praise has led to a very confident group of individuals that are eager to give back to their community through civic involvement and volunteering.

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A New Language is Born

Growing up during the information revolution, this generation is very comfortable with technology. Communication through email, instant messaging and blogging is common.

In fact this generation has coined its own vocabulary. A new language tailored to immediacy and compactness of the communication media.

! – I have a comment
? – I have a question
@TEOTD – At the end of the day
^5 – High Five
^RUP^ – Read up please
<3 – Heart
.02 – Your two cents worth
143 – I love you
14AA41 – One for all and all for one
20 – Location
2G2BT – Too good to be true
2moro – Tomorrow
2nite – Tonight
404 – I haven't a clue
411 – Information
4COL – For crying out loud
55555 – Crying your eyes out
9 – Parent is watching
99 – Parent is no longer watching
A3 – Anyplace, Anywhere, Anytime
AAR – At any rate

AEAP – As early as possible
AFAIC – As far as I'm concerned
AIAMU – And I'm a monkey's uncle
AITR – Adult in the room
ALOL – Actually laughing out loud
ASAYGT – As soon as you get this
B4N – Bye for now
BI5 – Back in five
BITCH – Basically in the clear homey
BKA – Better known as
CD9 – Code 9 (parents are around)
CICYHW – Can I copy your home work
CX – Cancelled
F2F – Face to face
GALGAL – Give a little get a little
GFI – Go for it
HIG – How's it going
P911 – Parent alert
PAL – Parents are listening
PAW – Parents are watching
PBB – Parent behind back
PLOS – Parent looking over shoulder
ROTGL – Rolling on the ground laughing
RX – Regards
S – Smile
S^ - What's up
SETE – Smiling ear to ear
SM – Senior moment
SOZ – Sorry
TAW – Teachers are watching
TOY – Thinking of you
TTYL – Talk to you later
YW – You're welcome
YYSSW – Yeah yeah sure sure whatever



Y Technology

- ❖ 97% own a computer
- ❖ 94% own a cell phone
- ❖ 76% use instant messaging
- ❖ 67% have a Facebook profile
- ❖ 60% own a portable music device (iPod)
- ❖ 49% regularly download music or other media
- ❖ 34% use websites as primary source of news
- ❖ 28% author a blog
- ❖ 44% read blogs
- ❖ 15% of IM users are logged n 24/7

What is a blog anyway?

Blog is a contraction of the term "Web Log". It is a website of commentaries, descriptions of events, or other material such as graphics or video. Some blogs function as personal online diaries.

Blogging is a great tool for outreach and opinion forming.

For More Definitions:

http://www.webopedia.com/quick_ref/textmessageabbreviations.asp

<http://www.netlingo.com/emailsh.cfm>