



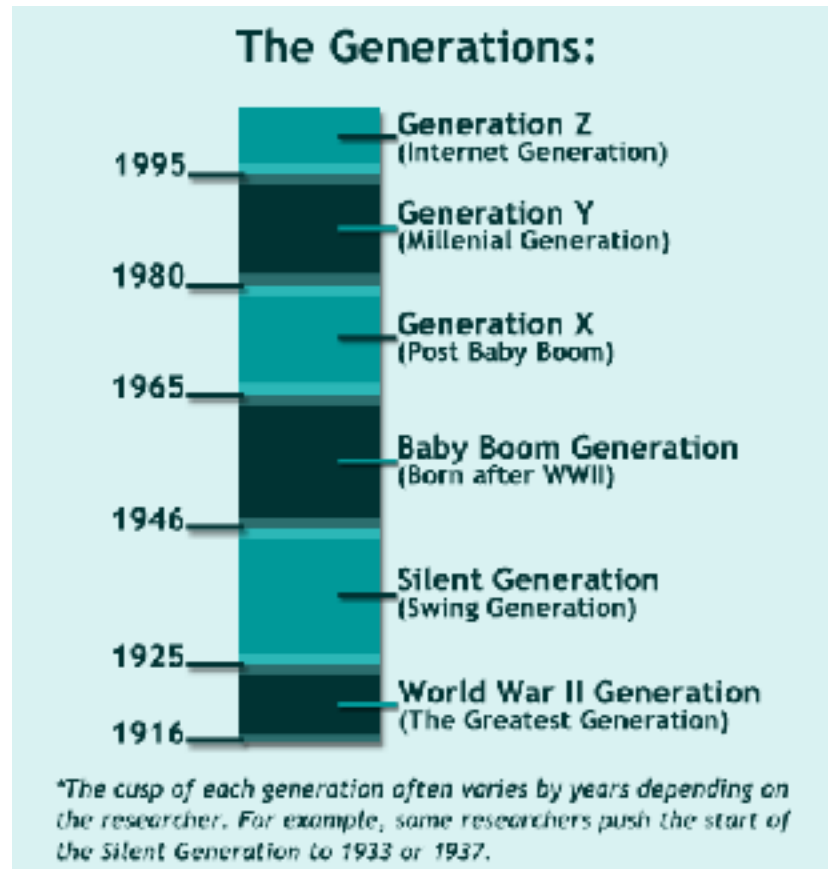
**The Next Generation Workforce Meets  
"Now Generation" Employers**

2010 Georgia Digital Government Summit  
"Next Generation Workforce" Panel  
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# What is the Next Generation?





## “Confident. Connected. Open to Change”

- More ethnically and racially diverse
- Less religious, more politically/socially liberal
- First “always connected” generation
- Most educated generation in American history
- Coming of age in Great Recession



# Comparing the Generations

- Millennials defined more by technology and lifestyle than by historical experience or values

## What Makes Your Generation Unique?

Millennials	Gen X	Boomers	Silent
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/Tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Values/Morals (10%)
5. Cloths (5%)	Respectful (5%)	Smarter (5%)	Work ethic (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205.

Source: Pew Research Center 2010



# Millennials and Technology

## Millennials Outpace Older Americans in Technology Use

	Millennial (18-29)	Gen X (30-45)	Boomer (46-64)	Silent (65+)
<b>Internet behaviors</b>				
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
<b>Cell phones and texting</b>				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/no landline	41	24	13	5
Median # texts in past 24 hours	20	12	5	

Note: Median number of texts based on those who texted in past 24 hours.

Source: Pew Research Center 2010



## Generation Gaps and Technology

- Commonalities across the generations – All 3 generations:
  - 100%: Use some form of computer
  - 100%: Use e-mail and calendar programs
  - 94%: Use an Internet browser

Source: Lexis-Nexis 2008



## Generation Gaps and Technology

- Shared belief technology makes it easier to:
  - Get up-to-the-minute information (95%)
  - Perform research (94%)
  - Improve productivity (90%)
  - Manage information (87%)

Source: Lexis-Nexis 2008



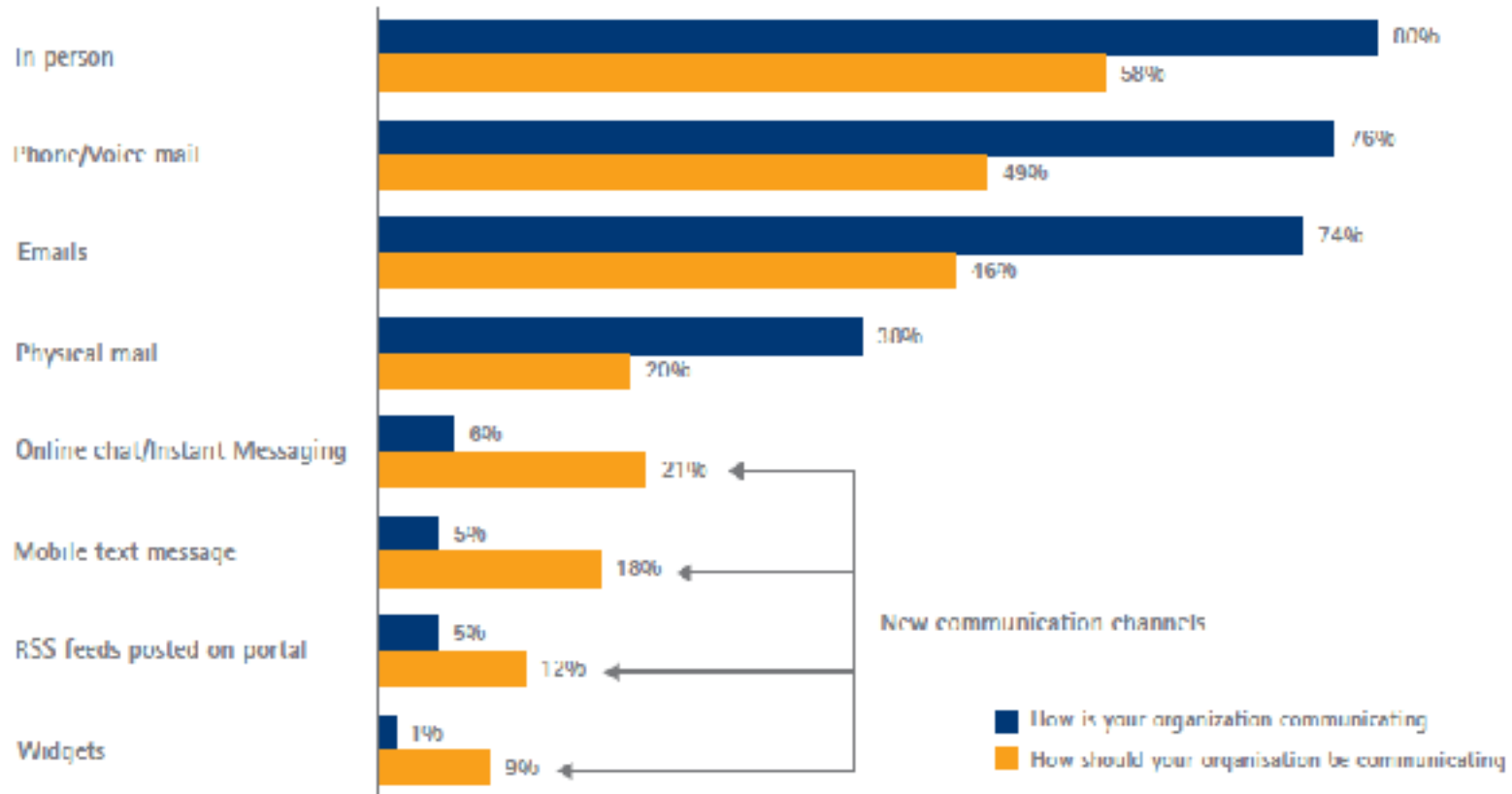
## Generation Gaps and Technology

- Differences in technologies used
- Higher use of technologies for personal tasks among millennials
- Higher levels of multitasking among younger generations
- Divergent ideas about appropriate and inappropriate uses of technology





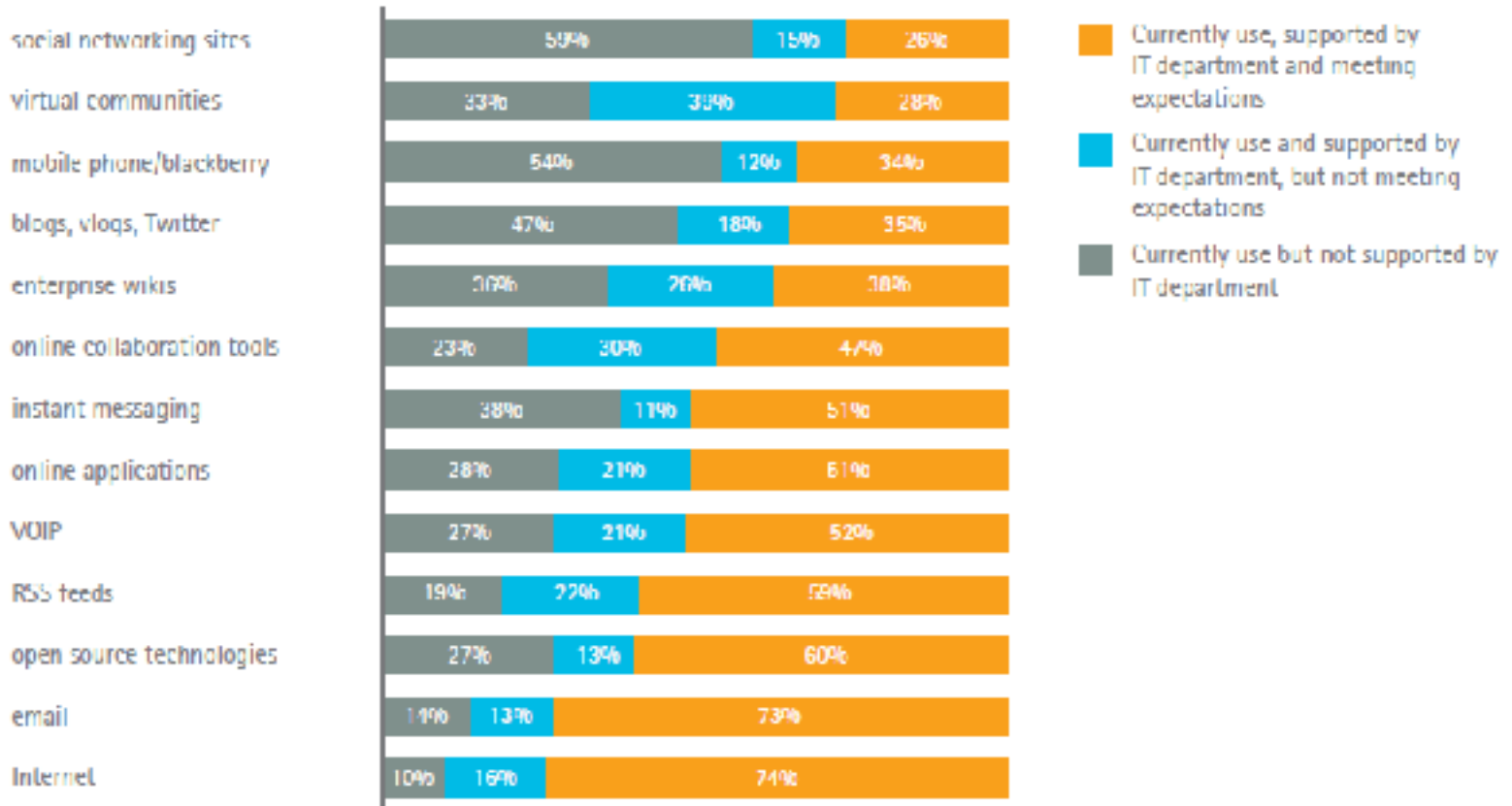
# Millennials and Work Communications



Source: Accenture 2008



# Millennials and Work Technology

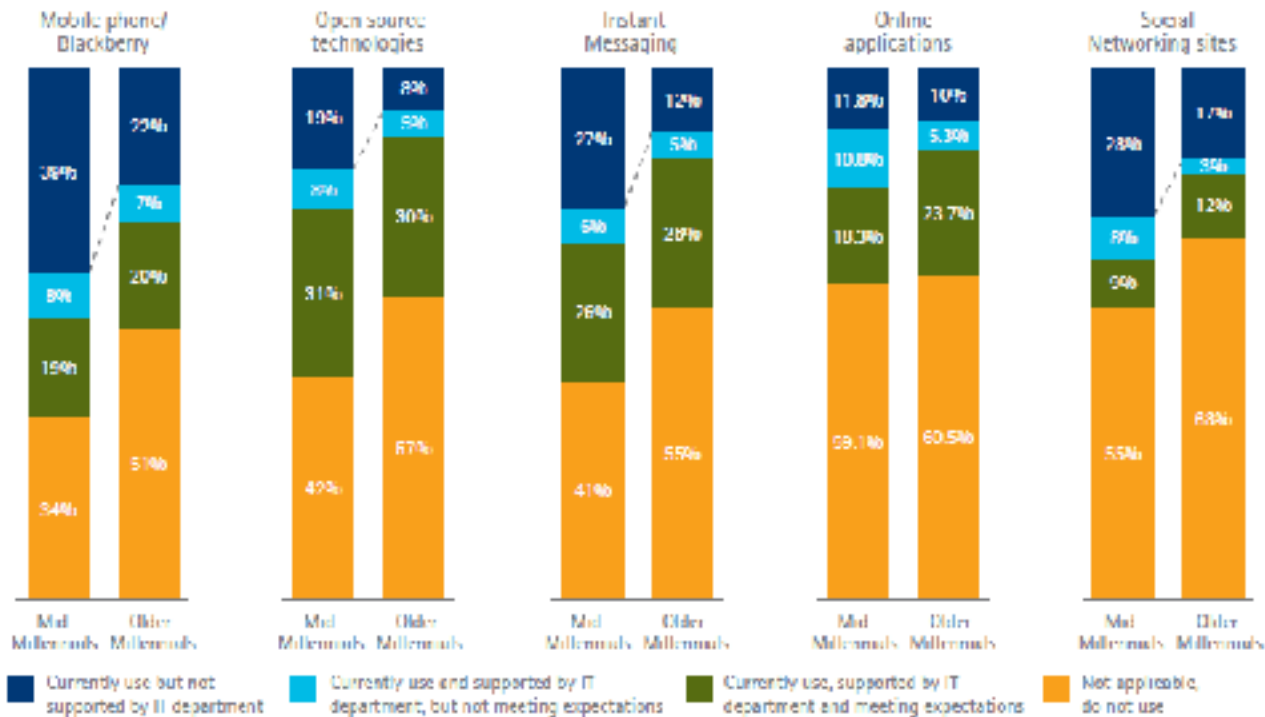


Source: Accenture 2008



# Unsanctioned Technology Uses

Technologies currently used or accessed for work related activities



Indicate significant difference between groups at 95% confidence level

Source: Accenture 2008



## Implications of Technology Use

- Generation gaps over technology can create friction within work culture
- Balancing Millennial preferences with employer and IT policies
- Need to consider employee-side obligations and employer-side concerns equally



## Some Conclusions: For Employees

- Need for adaptability to employer technologies and applications
- Recognize employer expectations regarding personal use of technology
- Understand and respect security and privacy concerns
- Consider social and cultural implications of technology use



## Some Conclusions: For Employers

- Proactive, explicit IT policies crafted with employee input
- Assess potential of new technologies and value Millennials bring to them
- Mindfulness of employee expectations for cutting-edge technologies
- Consideration of telecommuting, other solutions



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