



# Generational Differences

How the ever-changing world impacts generations.

**G**eneration (noun) definition: a group of individuals born and living contemporaneously (Merriam-Webster).

In other words, a generation is made up of people that are born and living at about the same time. You may recognize them as Baby Boomers, Generation X, Millennials or Generation Z. These are all the different groups that currently make up and represent the different ages.

The Senior Vice President of Research at Quester, Andrea Joss, works directly with generational research by taking an annual deep dive into the experiences of each generation in order to help companies better understand their consumers.

“One thing that I always try to look at when we’re examining generational differences is what is truly driven by the cultural experiences that shape this group, verses what’s expected of the age they are or the life stage they’re in,” Joss said.

The contrast between generations and their general ideologies can cause a lot of tension within age groups. Junior Lilly Johns, a part of Generation Z, sees the generational divide within the United States.

“With the current issues in this country, it seems like you are on one side or the other and discussion and compromise seem to be harder than usual. I think this can affect relationships between generations a lot. I’ve seen multiple people my age drift from grandparents or older people in their lives due to issues like this,” Johns said.

Generation Z seems to be a big topic of conversation when it comes to generational

## What are the different generations?

Traditionalists or Silent Generation: 1945 and before

Baby Boomers: 1946-1964

Generation X: 1965-1976

Millennials or Gen Y: 1977-1995

Generation Z or Centennials: 1996-now.

differences. As the youngest generation, the older generations have placed a lot of pressure and expectations on them.

“Some of the research we did showed older generations describing Gen Z as tech-savvy, self-centered and lazy. Which felt so unfair because they describe themselves as tech-savvy, stressed, and diverse. And I see so much passion for justice from them,” Joss said.

As things advance and change in the world, the generations change right along with it. For example,



the large shift in technology advancements in even the last decade, younger generations such as Generation Z and Millennials have grown up with technology and are more familiar than the older generations.

According to a 2018 Dell Technologies study, 98% of people 16-23 say they have used technology as a part of their formal education.

The common agreeance of Gen Z being ‘tech-savvy’ has been proved by the large number of young people with access to technology. According to a 2018 Pew Research Center survey, 95% of 13-17-year-olds have access to a smartphone, and a similar share (97%) use at least one of seven major online platforms.

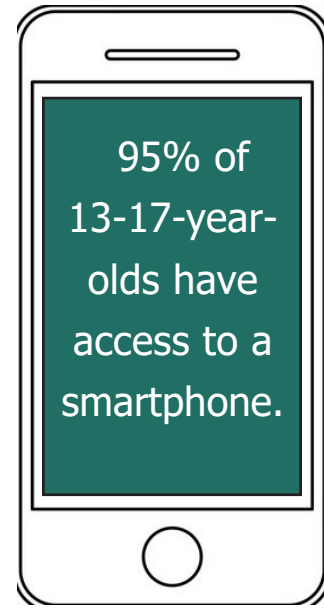
“I have heard a lot of negative things about how Gen Z has grown up in a world where things like smartphones have always existed and social media is a crucial part of growing up. I think there’s a lot to be said about how that can have a negative impact on kids’ minds,” Johns said.

As a generation, Gen Z’s high use and access to technology weighs a lot on mental health. A survey conducted by the American Psychological Association found the members of Gen Z are significantly more likely than other generations to report their mental health as fair or poor.

“All of this access to technology, along with social media, pressure from just their age, school, and trying to figure out your place in the world is a lot. And we see that while online connection is easier for Gen Z, true personal connection may be more difficult. Luckily, it looks like the age group is also really aware of ways to cope and mindful of mental health and is not scared to talk about it,” Joss said.

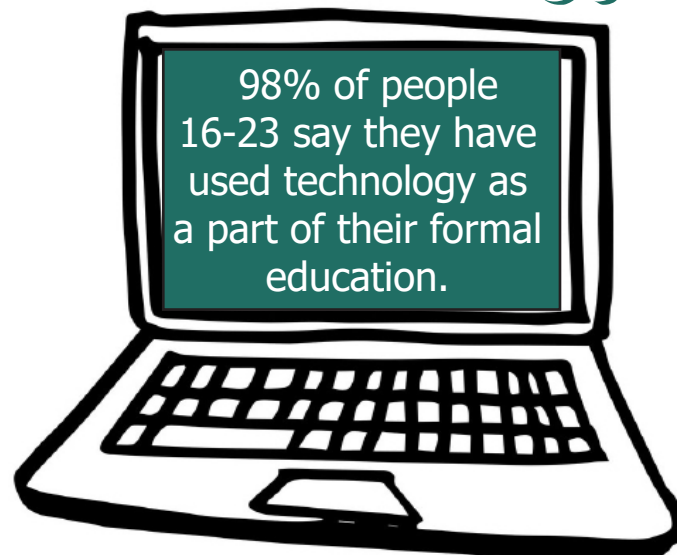
Johns points out the positives of her generational cohort and believes Gen Z should not be underestimated.

“We are the most accepting of the differences among people then any generation yet. I think that trend will continue as more generations come of age. Gen Z is on track to be the most educated generation so don’t disregard us just because we’re young,” Johns said.



*Data courtesy of Pew Research Center 2018.*

# Gen-Z & Technology



*Data courtesy of Dell Technologies 2018.  
Image sketches courtesy of VectorStock.*