

JOE STINNETT

15 NOV 12

I'LL GIVE YOU A FULL, CLEANED UP COPY
OF THE PAPER AT THE FIRST MEETING IN
JANUARY.



Abstract for SpheX Paper, November 15, 2012, by James M. Elson
GENERATIONS—THEIR INFLUENCE ON YOU AND YOUR DESCENDANTS

Member Elson opened his presentation with a historical pop quiz for the membership, the results of which will not be recorded here for posterity. He then confessed that he had previously given a slightly different version of the evening's paper to his fellow residents at Westminster Canterbury, most of whom are old enough to be the parents, or even grandparents, of most of the SpheX Club's current active membership. He reported that the Generation Gap of the 1960s is, today, still alive and well.

Our speaker announced that he hoped to convince his listeners that the concept of *generational cycles* in history might make some sense and be worth taking into consideration—not only on a broad historical level but in their own lives and the lives of their families, past, present, and even into the future. Starting with the Book of Ecclesiastes he mentioned efforts in the past and in other cultures to refer to the repetitive nature of human events. However, he would confine his remarks to three twentieth century books which have done so in considerable detail, starting with Arthur M. Schlesinger Jr.'s *The Cycle's of American History*, published in 1986.

Mr. Schlesinger's work was continued by his two younger protégés, William Strauss and Neil Howe in their books *Generations*, published in 1991 and *The Fourth Turning*, published in 1997. These volumes went far beyond Schlesinger's in terms of organization and detail about the past and present and in their ventures into the future (*Generations* was subtitled *The History of America's Future: 1584-2069*). Member Elson stated that he would go into his subject only on a very limited basis, confining his remarks to the twentieth century historical cycle which ended successfully with America's victory in World War II (its "Great Power Cycle") and the current historical cycle that is about to conclude successfully or otherwise (the "Millennial Cycle") during the next several years.

Member Elson closed with a sampling of predictions by authors Strauss and Harris, written in 1997, that seem to pertain to our nation's present predicament, starting with our current "fiscal cliff," which must be addressed immediately by our president, Congress, and Grover Norquist.

All our speaker could offer his SpheX colleagues in the way of hope for getting out of authors Strauss and Howe's present national crisis of their predicted "Fourth Turning" is his embrace of Mark Twain's view of history, which "doesn't repeat itself—but it sometimes rhymes."

COMPLETE SET
FOR JOE

Generations: Their Influence on You and Your Descendants

A Paper Presented to the Sphex Club of Lynchburg, Virginia

15 November 2012

By James M. Elson

Before I start tonight's class here, we'll have a pop quiz. So put away your textbooks, your notes, your crib sheets, your I-phones, your I-pads, your blackberries, your tweets, and any other digital devices that may give you an unfair advantage over your classmates.

There are certain events in our nation's history that Americans of the time urged their fellow citizens to remember. I'll give you the date. You give me the event.

After a tragic massacre in Texas in 1836, Americans were urged to remember what?
_____.

After a naval disaster in Cuba on February 15, 1898, the cry went up, "Remember_____."

On "Black Thursday," October 14, 1929, people were jumping out of windows in New York City because of _____.

After December 7, 1941, those of us who were alive did not need much urging to remember_____.

On September 11, 2001, there were again people jumping out of windows in the Wall Street area because of _____.

Very good! You have proven that you are all above average historians.

I was going to call this paper "Generations: History or Horoscope?" as I did in my preview of it ten days ago before my fellow residents at Westminster Canterbury, but that title's not scholarly enough for a Sphex presentation. However, there are similarities between the two subjects. In astrology, as you probably know, a horoscope is a chart or diagram representing the positions of the sun, moon and planets, at the time of an event, such as the moment of a person's birth. People born under a specific astrological sign are supposed to share certain characteristics. How many of you know your astrological sun sign? Good! But for an astrologer to come up with an accurate portrayal of your character or *a prediction of your future*, he or she has to know much more about you than the date of your birth. And, of course, that can make it very complicated.

History, of course, is different because it's mostly about the past, isn't it. We *all* know and agree on what took place in the past—*don't we?* The recent debates by our presidential candidates proved that! In the words of Ambrose Bierce, the American author of a wonderful book he titled *The Devil's Dictionary*: "God alone knows the future, but only an historian can alter the past." Or perhaps this view from Hegel, the

turn-of-the-nineteenth century German philosopher, "We learn from history that we never learn anything from history." The twentieth century American philosopher George Santayana came pretty close to that when he wrote: "Those who ignore the lessons of history are doomed to repeat them."

As for me, I'll go along with Mark Twain, who observed. "History doesn't repeat itself—but it sometimes rhymes." And my old friend Patrick Henry, with whom I lived almost every day for eleven and a half years, told his listeners at the beginning of his "Liberty or Death" Speech, "I know of no way of judging the future but by the past." Therefore, I hope to convince you that the concept of *generational cycles in history* might make some sense and be worth taking into consideration—not only on a broad historical level, but in our own lives and the lives of our families, past, present, and even in the future.

The many decisions we make throughout our lives—choices about education, marriage, having children, changing job, moving, caring for aged parents, savings for retirement, and dealing with challenges in old age—affect not only our individual lives, but public policy and business practices as well.

Governments formulate laws and policies about child and health care and Social Security based on the life choices they expect us to make. Private businesses make plans based on the life choices they expect from us as employees and customers. Generational differences in demographic experiences provide some clues about the sources of the generational divide seen in some political, social, and consumption choices. The first two certainly were apparent in our r election last week.

By virtue of when they were born, members of each generation live through unique times shaped by unexpected historical events, changing political climates, and evolving socioeconomic conditions. Generations also come in different sizes and changing mixtures of ethnicity, helping to shape the choices individuals will make in life. A generational perspective offers fresh insights into contemporary society by emphasizing both the distinctiveness of each generation in its particular historical context and the persistence of such distinctions across an individual's life. When different generations respond in unique ways to common problems and choices, business, governments, we as individuals need to recognize and understand such distinctions.

Tonight I would like you to think of a generation as a group—or cohort—whose length, 20 years give or take, approximates one of the four phases of a long life, about 80 or 90 years, and whose experiences and outlook are shaped by a kind of peer personality. I will attempt to show you that the generations into which you and members of your family were born have influenced your characters and destinies and how you interact with each other and persons outside your family of other generations. Again, I'll also propose that these generational influences recur in cycles.

"To every thing there is a season and a time to every purpose under the heavens," the author of the Book of Ecclesiastes tells us. Historians and philosophers from the time of the ancient Greeks to the present have frequently commented on the ebb and flow of human affairs on a cyclical basis. The first American historian to devote an entire book to the subject was the late Arthur M. Schlesinger Jr. in *The Cycles of American History*. **(Hold up)**. Mr. Schlesinger (1917-2007) may be remembered as an advisor to President Kennedy, but he also managed to find time to produce a dozen books, several of which were--and are--still considered works of major importance.

Schlesinger's *Cycles of American History* (almost 500 pages in length) was published in 1986. Five years later *this book (hold up)*, titled *Generations: The History of America's Future, 1584 to 2069* appeared. The authors, unlike Schlesinger, who was a member of the World War II generation, were two Baby Boomers, William Strauss and Neil Howe. William Strauss, born in 1947, held graduate degrees from Harvard Law School and the Kennedy School of Government. He died in 2007 of pancreatic cancer. Neil Howe, born in 1951, who holds graduate degrees in history and economics from Yale, is still living. He vigorously continues the work begun by him and his partner over twenty years ago. You can find much about Strauss and Howe and their theories on the internet.

Strauss and Howe's books, *Generations*, which appeared in 1991, and *The Fourth Turning*, **(hold up)** published in 1997, were highly influenced by Schlesinger's *Cycles of American History* but went far beyond it, particularly in terms of organization, detail, and their ventures into the future. Tonight I will go into them only in their very broad outlines—*Generations Simplified*, so to speak—to fit the short time I have with you. The books tell the history of America as a succession of generational biographies. The authors identify a pattern in these generations: each can be seen as belonging to one of *four archetypes* that repeat sequentially. Every living generation therefore shows a remarkable parallel in character with generations of the same type throughout history. This scheme plots a recurring eighty to ninety-year *cycle* from our founding colonials to the present day.

So far, according to Strauss and Howe, since 1584 we have had five cycles of generations, and will, in the next few years, begin a new one cycle. Within each eighty to ninety year cycle Strauss and Howe propose four generations of twenty years, plus or minus, each with distinctive characteristics. Try this for size: American Revolution, 1775; Civil War, 1860; World War II, 1945 —give or take, of course. The first generation in each cycle is a high, the second, a spiritual awakening, the third an unraveling, and the last a crisis. During the initial "high," things are going well and everyone—or almost everyone—is prosperous. Next comes "the awakening," a religious awakening or a secular one (like the Age of Aquarius—remember that?). After the Awakening comes an "Unraveling," because things didn't go as well as folks had hoped. The Unraveling leads to the cycle's concluding "Crisis," or to put it another way,

"day of reckoning." The Strauss-Howe term *turning* indicates the passing of the country from one of these four phases within the cycle to the next. After the fourth turning of our current generational cycle of four, "The Millennial Cycle," we will reach the beginning of our next as-yet unnamed cycle of four generations. But before we do, we must pass through our Millennial Cycle *crisis*.

There are Seven Generational Groups with which we will be concerned tonight, the six on your handout and the generation born during the last twenty years of the nineteenth century that came to be called "The Lost Generation,"

The Lost Generation (birth dates roughly 1881-1900) was born during the second stage of what Strauss and Howe have designated the Great Power Cycle, which ended with America's victory in the Second World War. However, as young adults, the Lost Generation experienced an unraveling during World War I, the so-called "war to end all wars." There was also social unrest at home—suffragettes and prohibition during the nineteen teens and twenties. During the Great Power Cycle's crisis (which was The Great Depression and World War II of the 1930s and 40s), the Lost Generation was in its midlife prime. In its old age it enjoyed the new Millennial Cycle's initial high (post World War II America's power and prosperity). Some of your parents were members of the Lost Generation, as were mine. The Lost Generation of the nineteen teens and twenties produced such discontented people as authors Ernest Hemingway, and F. Scott Fitzgerald, birth control advocate Margaret Sanger, and gangster Al Capone. But was this generation *really* lost? It also included presidents Franklin D. Roosevelt, Harry S. Truman, and Dwight D. Eisenhower, plus almost every important World War II general and admiral from George C. Marshall on down. These men commanded the so-called "G. I. Generation" during World War II.

NOW Please look at your handout –THE SIX LIVING GENERATIONS IN AMERICA. Note that this material was not written by Strauss and Howe and the dates of the generations on the left differ somewhat from theirs. I have placed the Strauss and Howe generational dates to the right.

The G. I. or World War II Generation (born about 1901-1925). They are sometimes called "The Greatest Generation" but I'll save that title for the generation of the Founding Fathers. The G. I. Generation grew up during the previous Unraveling (World War I, Prohibition), and spent their rising adult years experiencing both The Great Depression and World War II. Their midlife prime years were rewarded by a High (Post World War II prosperity), and their elderhood by an Awakening, staged by their children (mostly Boomers), which sometimes created a generation gap. (Remember the Generation Gap?) And let's not forget their presidents were instrumental in winning the Cold War, with the United States confirming its status as the world's superpower. **Any comments on G. I. Generation, Dr. Huston (the only member of that generation present)**

The Silent Generation (1925-1942) is the generation of perhaps five or six of our active Sphex members. We were born during a Crisis (Great Depression and World War II). Our rising adult years were lived out in a High (Post World War II prosperity), our midlife years were spent in an Unraveling (which some would say was caused by deteriorating morals and/or rampant materialism brought on by the prosperity). In addition to the Korean Conflict of the 1950s, during our lifetimes we have witnessed several other more-or-less undeclared wars of dubious value--also the current War on Terror. During the first decade of our new millennium, we have endured a financial crash, and perhaps, before too long, will have yet another crash and/or another war or two.

I can't resist making a comment on the so-called "suffering conformity" of the Silent Generation at the top of your handout. I grew up with it during my youth in Knoxville, Tennessee, as I'm sure you did here in Lynchburg. But we should keep in mind that back in those "good old days" kids usually paid attention to their elders, who were usually around. Besides kids have always had a sort of herd mentality. On the other hand, here are a few of the folks who were born during the Silent Generation years. Mick Jagger, Keith Richards, Bob Dylan, all the Beatles, Elvis Presley, Martin Luther King Jr., Jesse Jackson, Gloria Steinem, Ron Paul, Dick Cheney, Newt Gingrich, Ted Kennedy, the Beat Poets, Hugh Hefner, Marilyn Monroe, Marlon Brando, James Dean, Neil Armstrong and practically all the pioneering astronauts. Doesn't sound like a very conforming group does it?

Look at the population chart on the bottom of the first page of your handout. Those of us born between 1929 and 1945 have been labeled "The Lucky Few" by demographers." Why is that? We were in the cohort with the lowest birthrate in the twentieth century and therefore had the least competition with others in our age group throughout our lifetime—particular we white men. There was no competition to speak of from women and people of color. However, no Silent Generation president. We went directly from the W. W. II generation to Boomers. Sorry, Michael Dukakis and John McCain. The good news today is because we're all so old and small in number, nobody we voted for last week stated he was planning to take away our social security and Medicare—yet. As of now, they are willing to let our kids and grandkids pay for it—as are we ourselves.

WITH THE END OF THE DEPRESSION AND THE TRIUMPH OF WORLD WAR II, during the birth years of the Silent Generation, America COMPLETED ITS GREAT POWER CYCLE AND ENTERED INTO ITS CURRENT MILLENNIAL CYCLE WITH:

The Boomers (1943-1960)—that's most of us—you-- isn't it? These pigs in the population python, were born into the Millennial Cycle's initial High. They quickly became "little consumers in training" thanks in great part to TV in their early years. There was a chicken in almost every pot and there were two cars in many garages. In rising adult years Boomer men, who didn't want to go to war, could get out of going to

Viet Nam if they wanted to. Later on the draft was completely abolished. To be sure, there were some problems with demands for racial and gender equality by progressive Boomers and members of older generations. Age of Aquarius Boomers were often idealists in different ways from their parents: "Turn on, tune in, and drop out" was sometimes their solution to life's inevitable problems. During the Boomers' later years the gap between the rich and the poor has widened. Financially ambitious Boomers have discovered that you've got to be at least a billionaire to be considered really wealthy, and the administrations of Boomer Presidents Bill Clinton and George W. Bush were very happy to assist them make their sometimes dubious fortunes. Other Boomer politicians promise to help the declining middle class. Current surveys indicate many Boomers don't intend to retire, either because they love working or because they don't have the money to retire. **See chart on workforce and ask Kim Payne about "Voluntary Transitioning," a paper he gave in 2008.**

Question: Is president Obama a Boomer or a member of Generation X? If you are into astrology you might say he's "on the cusp"—in between. His birth year is 1961. However, his birthday is August 4th, which makes him a pretty solid Leo—the lion. **(Growl)**
Beware Tea Party!!

Generation X (1961-1981) Born during the Boomer Awakening with its sometime ignoring of traditional mores and manners, they spent their rising adult years leading the unraveling of the last two decades of the twentieth century. Strauss and Howe described them as "cunning, hard-to-fool- realists, taciturn warriors who prefer to meet problems and adversaries head on." That's probably a good thing, for Generation X people are going to be running many things (including the armed forces) during the Crisis of the Fourth Turning of the Millennial Cycle presently unfolding, just as the Lost Generation did during World War II.

Generation Y (1982-????). Born during an Unraveling, these people are slated to be the G. I. Generation of the crisis closing the Millennial Cycle. Let's hope they do as well as the World War II cohort did closing out the Great Power Cycle. **New Generation Gap? Read Beloit College Sheet.**

Generation Z. The name has not yet been settled on. They are the twenty-first century's Silent Generation, which provisionally includes children born to date after the millennium, including our three-week-old granddaughter. They are the twenty-first century's equivalent of the twentieth century's Silent Generation, who also grew up during a Crisis. Let us hope they have as much reason to be as grateful as we Silents were to the two generations before us, the Lost and the G. I., who got America through some pretty rough times when we were kids.

Neil Howe as of now reckons that the crisis setting off the current Fourth Turning began with the 2007-2008 financial crash, not 9-11. The resolution of our current crisis will

determine how America will fare in the twenty-first century. I continue with some excerpts from Strauss and Howe's book, *The Fourth Turning*--remember this was written in 1997.

"Sometime around the year 2005, perhaps a few years before or after, America will enter the Fourth Turning . . . This time, though, it will catalyze a crisis. In retrospect, the spark might seem as ominous as a financial crisis, as ordinary as a national election, or as trivial as a Tea Party." (This last refers to the pre-Revolutionary War tea party, not the current version.) Strauss and Howe offered several scenarios as to how the crisis would come about. One of them involved "a global terrorist blowing up an airplane," which sounds a lot like 9-11, but here's the crisis that appears most current:

"An impasse over the budget reaches a stalemate. The president and Congress both refuse to back down, triggering a near-total government shutdown . . . Default looms, Wall Street panics." **Pages 272-273.**

"The new mood and its jarring new problems will provide a natural end point for the unraveling era decline in civic confidence . . . Aggressive individualism, institutional decay, and long-term pessimism can proceed only so far before a society loses the level of dependability needed to sustain the division of labor and long-term promises on which a market economy must rest. . . Americans won't know where their savings are, who their employer is, what their pension is, or how their government works. The era will have left the financial world arbitrated and tentacled: Debtors won't know who holds their notes, homeowners who owns their mortgages, and shareholders who runs their equities—and vice versa."

Pretty awful, isn't it? But cheer up. Strauss and Howe have seen light at the end of the tunnel!

"From this trough and from these dangers, the makings of a new social contract and a new civic order will arise . . . This will lead to conflict, as people do battle to establish where, how, and by whom this authority is to be exercised . . . Soon after the catalyst, a national election will produce a sweeping alignment, as one faction or coalition capitalizes on a new public demand for decisive action . . . This new regime will enthrone itself for the duration of the Crisis. Regardless of its ideology, that new leadership will assert public authority and demand private sacrifice. Where leaders had once been inclined to alleviate societal pressures, they will now aggravate them to command the nation's attention. The regeneracy will be solidly under way."

But our fearless forecasters also warn: "Armed confrontation usually occurs around the climax of a Crisis. This could be any kind of war—class war, sectional war, war against global anarchists or terrorists, or superpower war . . . War or without war, American

Page 8, "Generations," Elson, Sphex Club, 15 Nov 2012

society will be transformed into something different. The Fourth Turning will be a time of glory or ruin."

If all this sounds like the eras of the American Revolution, the Civil War, or the Great Depression and World War II, it can be no surprise to the adherents to the cyclical view of history. Strauss and Howe, from their perspective of fifteen years ago urge us to

"Think of all the Boomers, Generation X, and Generation Y people you know (or know about) today. Picture them ten to thirty years older pursuing the archetypal paths of ancestral generations. This will be America's next Crisis constellation, capable of propelling America into and through the next great gate in history."

(And again, that is the same generational lineup that got us through the Great Depression and World War II—Lost Generation in command and G. I. Generation doing the grunt work.)

Sounds pretty uplifting, doesn't it? But since I am attempting through my acerbic observations, capped off by reaching the grand old age of 80 in ten days, to establish my reputation as the Sphex Club's Curmudgeon in Residence, I will add the following note: Strauss and Howe write, "*Capable* of propelling America into and through the next gate of history," not "*will propel*." So far our country has survived, even eventually prospered, after the crisis of each generational cycle, but this is not necessarily foreordained.

I will conclude with this sobering thought from the last page of the foreword of Arthur M. Schlesinger Jr.'s *The Cycles of American History*.

"Nuclear weapons, however, are the fatal exception. They introduce a qualitatively new factor into the historical process. For the first time in the life of humanity the crack of doom becomes a realistic possibility. So history embraces discontinuity as well as continuity. Knowledge of the past should inoculate against hysteria but should not instill complacency. History walks on a knife edge.

It was fifty years ago this past month that the Cuban Missile Crisis occurred. My fellow residents at Westminster Canterbury remember it well. How many of you do? Do you remember how you felt during those days?

But hold on! Who says our enemies, whoever they may be, will drop the bomb on us, while we all duck and cover. In our digital world of today, all a potential adversary needs to do is pull the plug on our electrical grid, parts of which, it has been asserted, are now being made in China.

Let's Remember Pearl Harbor-- and Mark Twain, "History doesn't repeat itself, but it sometimes rhymes."

Beloit College's Mindset List for the Class of 1916

Every year Beloit College in Beloit, Wisconsin, releases its Mindset List to its faculty and other minders of the student body to give a snapshot of how the incoming freshman class views the world. Most students entering college for the first time this year were born in 1994. Here is a selection from Beloit's Mindset List, fall 2012.

1. They have always lived in cyberspace, addicted to a new generation of "electric narcotics."
2. The Biblical sources of terms such as "forbidden fruit," "the writing on the wall," "good Samaritan," and "the promised land" are unknown to most of them.
3. Michael Jackson's family, not the Kennedys, constitutes "American royalty."
4. If they miss The Daily Show, they can always get their news on YouTube.
5. Bill Clinton is a senior statesman of whose presidency they have little knowledge.
6. On TV and in films, the ditzy dumb blond female generally has been replaced by a couple of dumb and dumber males.
7. The paradox "too big to fail" has been for their generation what "we had to destroy the village in order to save it" was for their grandparents.
8. They can't imagine people actually carrying luggage through airports rather than rolling it.
9. A significant percentage of them will enter college already displaying hearing loss.
10. Women have always piloted war planes and space shuttles.
11. There has always been football in Jacksonville but never in Los Angeles.
12. Benjamin Braddock, having given up both a career in plastics and a relationship with Mrs. Robinson, could be their grandfather.

The Six Living Generations In America

Dr. Jill Novak, University of Phoenix, Texas A&M University

In America, there are six living generations, which are six fairly distinct groups of people. As a generalization each generation has different likes, dislikes, and attributes. They have had collective experiences as they aged and therefore have similar ideals. A person's birth date may not always be indicative of their generational characteristics, but as a common group they have similarities.

This is only a guideline, remember that everyone is different and not everyone fits into this analysis, but for the most part you can generalize their behavior. As a marketer, it is important to know how to effectively communicate and market to these diverse generations. In understanding consumer behavior, you can create the right promotion, tailoring it specifically for each group's needs and therefore effectively sell products and services.

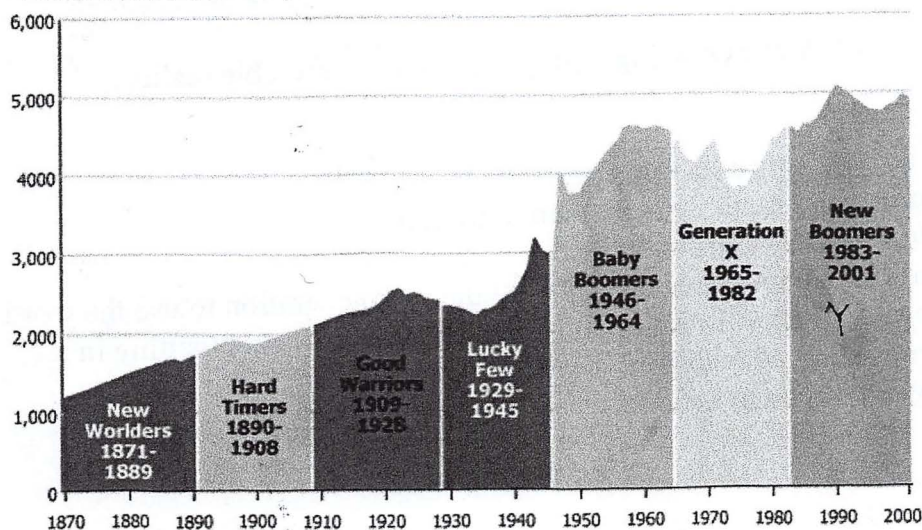
GI Generation.

STRAUSS-HOWE 1901-1924

- Born 1901-1926.
- Children of the WWI generation & fighters in WWII & young in the Great Depression...all leading to strong models of teamwork to overcome and progress.
- Their Depression was The Great One; their war was The Big One; their prosperity was the legendary Happy Days.
- They saved the world and then built a nation.
- They are the assertive and energetic do'ers.
- Excellent team players.
- Community-minded.
- Strongly interested in personal morality and near-absolute standards of right and wrong.
 - Strong sense of personal civic duty, which means they vote.
 - Marriage is for life, divorce and having children out of wedlock were not accepted.
 - Strong loyalty to jobs, groups, schools, etc.
 - There was no "retirement" you worked until your died or couldn't work anymore.
 - The labor-union-spawning generation.
 - "Use it up, fix it up, make it do, or do without."
 - Avoid debt...save and buy with cash.
 - Age of radio and air flight; they were the generation that remembers life without airplanes, radio, and TV.
 - Most of them grew up without modern conveniences like refrigerators, electricity and air conditioning.
 - Sometimes called The Greatest Generation.

U.S. Generations at Age 30 (with projections for births after 1978)

Thousands of people, by year of birth



Mature/Silents.

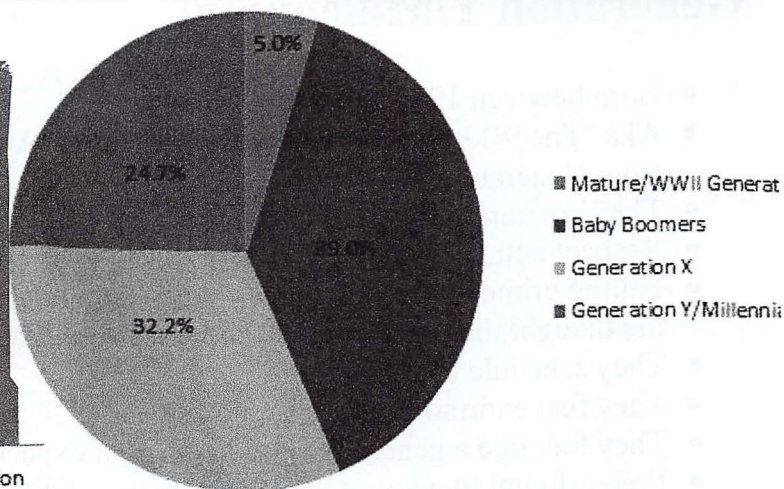
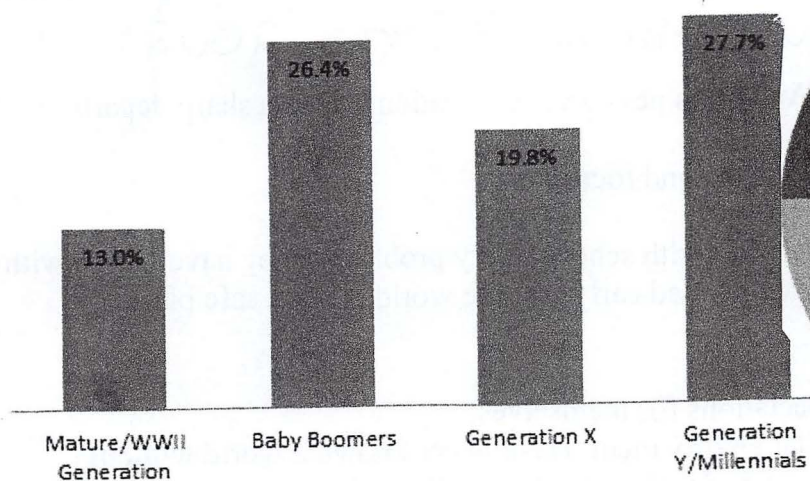
STRAUSS-HOWE 1925-1942

- Born 1927- 1945.
- Went through their formative years during an era of suffocating conformity, but also during the postwar happiness: Peace! Jobs! Suburbs! Television! Rock 'n Roll! Cars! Playboy Magazine!
- Korean and Vietnam War generation.
- The First Hopeful Drumbeats of Civil Rights!
- Pre-feminism women; women stayed home generally to raise children, if they worked it was only certain jobs like teacher, nurse or secretary.
- Men pledged loyalty to the corporation, once you got a job, you generally kept it for life.
- The richest, most free-spending retirees in history.
- Marriage is for life, divorce and having children out of wedlock were not accepted.
- In grade school, the gravest teacher complaints were about passing notes and chewing gum in class.
- They are avid readers, especially newspapers.
- "Retirement" means to sit in a rocking chair and live your final days in peace.
- The Big-Band/Swing music generation.
- Strong sense of trans-generational common values and near-absolute truths.
- Disciplined, self-sacrificing, & cautious.

Baby Boomers

STRAUSS-HOWE 1943-1960

- Born between 1946 and 1964. Two sub-sets:
 - 1. the save-the-world revolutionaries of the '60s and '70s;
 - and 2. the party-hardy career climbers (Yuppies) of the '70s/'80s.
- The "me" generation.
- "Rock and roll" music generation.
- Ushered in the free love and societal "non-violent" protests which triggered violence.
- Self righteous & self-centered.
- Buy it now and use credit.
- Too busy for much neighborly involvement yet strong desires to reset or change the common values for the good of all.
- Even though their mothers were generally housewives, responsible for all child rearing, women of this generation began working outside the home in record numbers, thereby changing the entire nation as this was the first generation to have their own children raised in a two-income household where mom was not omnipresent.
- The first TV generation.
- The first divorce generation, where divorce was beginning to be accepted as a tolerable reality.
- Began accepting homosexuals.
- Optimistic, driven, team-oriented.
- Envision technology and innovation as requiring a learning process.
- Tend to be more positive about authority, hierarchal structure and tradition.
- One of the largest generations in history with 77 million people.
- Their aging will change America almost incomprehensibly; they are the first generation to use the word "retirement" to mean being able to enjoy life after the children have left home. Instead of sitting in a rocking chair, they go skydiving, exercise and take up hobbies, which increases their longevity.
- The American Youth Culture that began with them is now ending with them and their activism is beginning to re-emerge.

UNITED STATES BY GENERATIONS, 2010, FOR FOUR GENERATIONS^{32*}

- Total approximate labor force participation by generation:

- Mature/WWII Generation: 7,676,000³⁴
- Baby Boomers: 59,893,000³⁵
- Generation X: 49,433,000³⁶
- Generation Y/Millennials: 31,927,000³⁷

Generation X.

STRAUSS-HOWE
1961-1981

- Born between 1965 and 1980*
- The "latch-key kids" grew up street-smart but isolated, often with divorced or career-driven parents. Latch-Key came from the house key kids wore around their neck, because they would go home from school to an empty house.
- Entrepreneurial.
- Very individualistic.
- Government and big business mean little to them.
- Want to save the neighborhood, not the world
- Feel misunderstood by other generations
- Cynical of many major institutions, which failed their parents, or them, during their formative years and are therefore eager to make marriage work and "be there" for their children
- Don't "feel" like a generation, but they are
- Raised in the transition phase of written based knowledge to digital knowledge archives; most remember being in school without computers and then after the introduction of computers in middle school or high school
- Desire a chance to learn, explore and make a contribution
- Tend to commit to self rather than an organization or specific career. This generation averages 7 career changes in their lifetime, it was not normal to work for a company for life, unlike previous generations.
- Society and thus individuals are envisioned as disposable.
- AIDS begins to spread and is first lethal infectious disease in the history of any culture on earth which was not subjected to any quarantine.
- Beginning obsession of individual rights prevailing over the common good, especially if it is applicable to any type of minority group.
- Raised by the career and money conscious Boomers amidst the societal disappointment over governmental authority and the Vietnam war.
- School problems were about drugs.
- Late to marry (after cohabitation) and quick to divorce...many single parents.
- Into labels and brand names.
- Want what they want and want it now but struggling to buy, and most are deeply in credit card debt.
- It has been researched that they may be conversationally shallow because relating consists of shared time watching video movies, instead of previous generations.
- Short on loyalty & wary of commitment; all values are relative...must tolerate all peoples.
- Self-absorbed and suspicious of all organization.
- Survivors as individuals.
- Cautious. skeptical unimpressed with authority, self-reliant

Generation Y/Millennium.

STAUSS - HALL 1982 to 2002(?)

- Born between 1981* and 2000*.
- Aka "The 9/11 Generation" "Echo Boomers" America's next great generation brings a sharp departure from Generation X.
- They are nurtured by omnipresent parents, optimistic, and focused.
- Respect authority.
- Falling crime rates. Falling teen pregnancy rates. But with school safety problems; they have to live with the thought that they could be shot at school, they learned early that the world is not a safe place.
- They schedule everything.
- They feel enormous academic pressure.
- They feel like a generation and have great expectations for themselves.
- Prefer digital literacy as they grew up in a digital environment. Have never known a world without computers! They get all their information and most of their socialization from the Internet.
- Prefer to work in teams.
- With unlimited access to information tend to be assertive with strong views.
- Envision the world as a 24/7 place; want fast and immediate processing.
- They have been told over and over again that they are special, and they expect the world to treat them that way.
- They do not live to work, they prefer a more relaxed work environment with a lot of hand holding and accolades.

Generation Z/Boomlets.

AFTER 2002(?)

- Born after 2001*
- In 2006 there were a record number of births in the US and 49% of those born were Hispanic, this will change the American melting pot in terms of behavior and culture. The number of births in 2006 far outnumbered the start of the baby boom generation, and they will easily be a larger generation.
- Since the early 1700's the most common last name in the US was 'Smith' but not anymore, now it is Rodriguez.
- There are two age groups right now:
- (a) Tweens.
- (a1) Age 8-12 years old.
- (a2) There will be an estimated 29 million tweens by 2009.
- (a3) \$51 billion is spent by tweens every year with an additional \$170 billion spent by their parents and family members directly for them.
- (b) Toddler/Elementary school age.
- 61 percent of children 8-17 have televisions in their rooms.
- 35 percent have video games.
- 14 percent have a DVD player.
- 4 million will have their own cell phones. They have never known a world without computers and cell phones.
- Have Eco-fatigue: they are actually tired of hearing about the environment and the many ways we have to save it.
- With the advent of computers and web based learning, children leave behind toys at younger and younger age. It's called KGOY -kids growing older younger, and many companies have suffered because of it, most recognizable is Mattel, the maker of Barbie dolls. In the 1990's the average age of a child in their target market was 10 years old, and in 2000 it dropped to 3 years old. As children reach the age of four and five, old enough to play on the computer, they become less interested in toys and begin to desire electronics such as cell phones and video games.
- They are Savvy consumers and they know what they want and how to get it and they are over saturated with brands.