

Millennials: Teh* Condensed Version

*Remember, teh is internet speak, like “Fail” and “Oh Noes!”

Millennials aka “Gen Y”, aka “Echo Boomers”, aka “The bicycle helmet generation” (1)

- Born between 1982 and 2001
- Shaped by protective parents (some say over-protective). Included amongst them are Helicopter parents.
- This generation likes and admires their parents
- Lead very structured lives: play dates, ballet class, soccer, etc. They don't just “go outside and play” like baby boomers did.
- The Most Praised Generation - Self Esteem was deemed very important. “Everyone's a winner”. Expect praise just for “showing up”. Expectation continues into adulthood.
- Yet very accomplished.

Millennials aka “Gen Y”, aka “Echo Boomers”, aka “The bicycle helmet generation” (2)

- Very Civic-Minded.
- See themselves as part of the system, committed to political involvement and strengthening government institutions
- Want to lead a “good life” - to live productively, and make the world a better place
- See college as the best route to success
- Very little, shallow understanding of the military

Other characteristics:

- Want to achieve quickly - but take longer to graduate from College
- Diverse - numerically *and* attitudinally. Share a diverse culture - a mix 'n' match or "fusion" lifestyle drawing from many sources.
- Most importantly, the first digital generation - they are "Digital Natives"
 - Technology first adopters. 90% of Americans 12-24 are online.
 - Massive users of online communities and social networks.
 - Extensive use of Web 2.0 tools - blogging, creating social network profiles, uploading video and still photography, etc.

The Digital Native, continued

- Are comfortable socializing online. Appear to boomers to be willing to reveal “too much” about themselves online.
- It is important to understand that to Millennials, there is no difference between “online” and “offline” socializing.
- Everything has to be convenient and accessible, 24/7
- They expect control over what they watch, when they watch it, what they listen to, when they listen to it, when they talk or chat, and on the channel (or medium) of their choice.

Media and real-life Multitasking

- 81% of the time, Millennials use more than one medium at a time. (IM while they're watching television, etc)
- Nearly 2/3 of the time while they're doing one thing (eating, chores, homework), they're also doing another (talking on the phone, texting, etc).

Their tool of choice: Mobile

- Boomers = Desktop computers
- Gen Xers = Laptop computers
- Millennials = Mobile phones

Social Networking

- Exploding in popularity (still). Facebook has 300,000,000 members.
- YouTube, Flickr, LinkedIn, Myspace, are all examples
- A Social Community for every interest.
- As of 8/09, 17 % of all time spent on the internet is on Social Networking sites.

Things you should do.

- Get on Facebook. (You can set your privacy levels at the levels you'd like)
- Create a LinkedIn profile. (Your online professional self)
- Get an instant message name (from AOL). Learn to use AOL instant messenger, or if you have a Mac, iChat.
- Text someone with your phone. (*Don't try to imitate kids' text styles, like "C U L 8 R"*).
- Set up a Twitter account. Once you do, you can go to <http://search.twitter.com> to find out if people are tweeting about something that interests you.

Things you should do.

- Set up and use an RSS reader. It's an *aggregator*, like Google News, but personalized to keep you abreast of the things that interest *you*. For a deeper explanation, go here: http://en.wikipedia.org/wiki/RSS_reader.
- I recommend Google Reader. It's free and easy to set up. You'll need a Google Account, so you might as well get a Gmail address while you're at it. <https://www.google.com/accounts/ServiceLogin?hl=en&nui=1&service=reader&continue=http%3A%2F%2Fwww.google.com%2Freader%2F>
- Set up a Flickr photostream so you can share photos with your friends. <http://www.flickr.com/>
- Try writing a blog. You can keep it private if you want, or just throw it away. <http://wordpress.com>

Links you may enjoy from the presentation

- “Lost Generation” Video clip: <http://www.youtube.com/watch?v=42E2fAWM6rA>
- Fail Blog <http://failblog.org/>
- Extreme Shepherding <http://www.youtube.com/watch?v=D2FX9rviEhw>

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