

CHAPTER 1 SUMMARY

	Traditionalists (1922–1943) 52–62 million	Boomers (1944–1964) 80 million	Gen Xers (1965–1981) 50 million	Millennials (1982–2000) 70 million
Other definitions	1922–1945 1930–1945 1900–1945	1946–1964 1943–1960	1961–1980 1965–1976 1965–1977 1965–1980	1977–1990 1977–2000 1980–2000 1981–1999 1981–2000
Other names	Veterans Radio Babies Silent Generation Matures Traditionalists The Greatest Generation	Baby Boomers The “ME” Generation	Baby Busters Latchkey Kids	Baby Busters Echo Boomers Generation Y Generation Why Generation Next Nexters Internet Generation iGeneration Mosaics
Characteristics	Patriotic, loyal, respectful of authority, formal, hierarchical, dedicated, risk-averse, detail-oriented, hard working, financially and socially conservative	Optimistic, idealistic, educated, competitive, diplomatic, loyal, high expectations, opinionated	Skeptical, resourceful, independent, entrepreneurial, pragmatic, straightforward	Technologically savvy, empowered, pragmatic, confident, collaborative, neotraditionalist, community-centered, versatile, very busy
Need	Respect, commitment, consistency, privacy	Privacy, validation	Flexibility, work-life balance	Fast rewards, instant feedback, sense of safety
General description	Their name says it all. They didn’t redefine the nation’s values—they just did their job of winning World War II. They are patriotic, civic-minded, frugal, and private. They	Growing up in a time of economic prosperity, they could afford to focus on their own goals and achievement. They are willing to sacrifice for success and	Less optimistic than Boomers, they were highly criticized as slackers. Their cynicism is born of witnessing corruption revealed and changing values.	This is a generation of multitaskers who value flexibility and freedom. They are socially conscious, highly educated, and tolerant of authority, having been

	Traditionalists (1922–1943) 52–62 million	Boomers (1944–1964) 80 million	Gen Xers (1965–1981) 50 million	Millennials (1982–2000) 70 million
	may struggle with diversity, having grown up in mostly homogenous groups. Life often revolved around family, school, and church.	are often viewed as workaholics.	They are highly independent and less committed to any organization than to gaining job skills that will take them to their next job. They are unimpressed by titles and authority. They want a life/work balance and are willing to sacrifice to attain it.	coddled and scheduled by parents. They are more inclusive and accepting than prior generations as their world has been increasingly diverse. They are overwhelmingly confident, public in sharing information, and optimistic. They are adaptable, having grown up with constant change.
Defining events	Great Depression Pearl Harbor and World War II GI Bill Korean War	Cold War Civil Rights Act Rock and roll Assassinations of J.F.K., M.L.K. Woodstock Vietnam War Chappaquiddick Watergate Energy crisis	Computers Challenger space shuttle Fall of the Berlin Wall AIDS Oklahoma City O.J. Simpson Chernobyl International Space Station	Internet Diversity Columbine 9/11 Darfur
Technology	Automobiles more common Radio Magazines and newspapers Party telephone lines Handwritten letters	Color TV Car-sized computers in institutions Typewriters Landline telephones	Cable TV Video games MTV	1,000 TV channels Internet Cell phones Instant networking with peers Digital information at their fingertips

(Continued)

(Continued)

	Traditionalists (1922–1943) 52–62 million	Boomers (1944–1964) 80 million	Gen Xers (1965–1981) 50 million	Millennials (1982–2000) 70 million
Job prospects	Options often were limited by race, gender, and family background. Women's career options were severely limited, and few pursued higher education. Strong unions supported skilled trades and provided good livings for the working class. Work often resulted in tangible goods, rather than services.	Many individuals were expected to follow their parents' career paths. Good jobs could be had with a high school diploma and on-the-job training. Company loyalty could lead to lifetime employment. Midcareer, they found that retraining became necessary and layoffs were possible—and traumatic.	Factory and labor jobs began to disappear, and this generation became more technologically savvy. Telecommunications became a field, and technology gave rise to new industries.	Knowledge is power, and this generation knows it will need to develop its own expertise to compete economically. Work is less about producing goods than working with information.
Family life	More families had both father and stay-at-home mother. Mixed race families were rare. Divorce was difficult and uncommon.	More women joined the workforce rather than staying home to raise families.	Increase in divorce led to more single-parent families.	Typical families may be single parents, never-married biological parents, blended families, multiracial, multigenerational, or same-sex partner parents.
Organizational structures	A civic-minded generation that fought in World War II. The government has focused on them throughout their lives, from the GI bill through Social Security and Medicare, and they have a better attitude toward government as a result. They are hierarchical, with slower communications through bureaucratic processes.	Structures still surround the workplace, and technology begins to exert an influence. Machines begin to change the nature of work.	Globalization and free trade start to force organizations to restructure. A flatter system often results, and formal hierarchies are loosened. Many jobs, especially middle management, are outsourced overseas or eliminated.	Instant communication allows for much different work relationships, with rapidly changing norms and more unpredictability.
Heroes	Superman Joe DiMaggio Walter Cronkite John Wayne Franklin Delano Roosevelt	John Glenn Martin Luther King Jr.	Someone they seek out.	Danica Patrick Jennifer Hudson Josh Groban

	Traditionalists (1922–1943) 52–62 million	Boomers (1944–1964) 80 million	Gen Xers (1965–1981) 50 million	Millennials (1982–2000) 70 million
Pop icons	Wheaties Mickey Mouse The Lone Ranger	Slinkies TV dinners The peace sign Mood rings Bell bottoms Brooks Brothers	Brady Bunch E.T. Cabbage Patch Kids	Barney Oprah X Games
Literature	<i>Daily newspaper</i> <i>The Bible</i> <i>Gone With the Wind</i>	<i>Catcher in the Rye</i> <i>Atlas Shrugged</i> <i>Lord of the Rings</i> <i>MAD magazine</i>	<i>The Stand</i> <i>Angels and Demons</i> <i>Wired magazine</i>	<i>Harry Potter</i> <i>Video games</i>
TV shows	<i>The Lone Ranger, The Cisco Kid, The George Burns and Gracie Allen Show, The Abbott and Costello Show, The Roy Rogers Show, The Jack Benny Program</i>	<i>Laugh-In, What's My Line?, I Love Lucy, Bonanza, American Bandstand, The Twilight Zone, Looney Tunes, Tom and Jerry, Maverick, Doctor Who, Star Trek</i>	<i>Little House on the Prairie, Dallas, Saturday Night Live, M*A*S*H, The Muppet Show, The Waltons, The Six Million Dollar Man</i>	<i>The Simpsons, Saved By the Bell, Full House, Star Trek: The Next Generation, The Cosby Show, Seinfeld</i>