



SOUTH DAKOTA STATE UNIVERSITY EXTENSION

Generations United: Breaking Stereotypes and Fostering Communication

Presented by Leacey E. Brown, M.S.
SDSU Extension Gerontology Field Specialist

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Leacey E. Brown, MS
Gerontology Field Specialist

Focus Areas

1. Aging in place
2. Aging well
3. Family caregiving
4. Life planning



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Learning Objectives

Identify the generations and their birth years.

Compare and contrast generational stereotypes.

Discuss how to communicate across different generations.



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What is the birth year range for each generation?

Use the chat box (xxxx - xxxx)

The Greatest Generation

The Silent Generation

The Baby Boomer Generation

Generation X

Millennials/Gen Y

Generation Z/iGen



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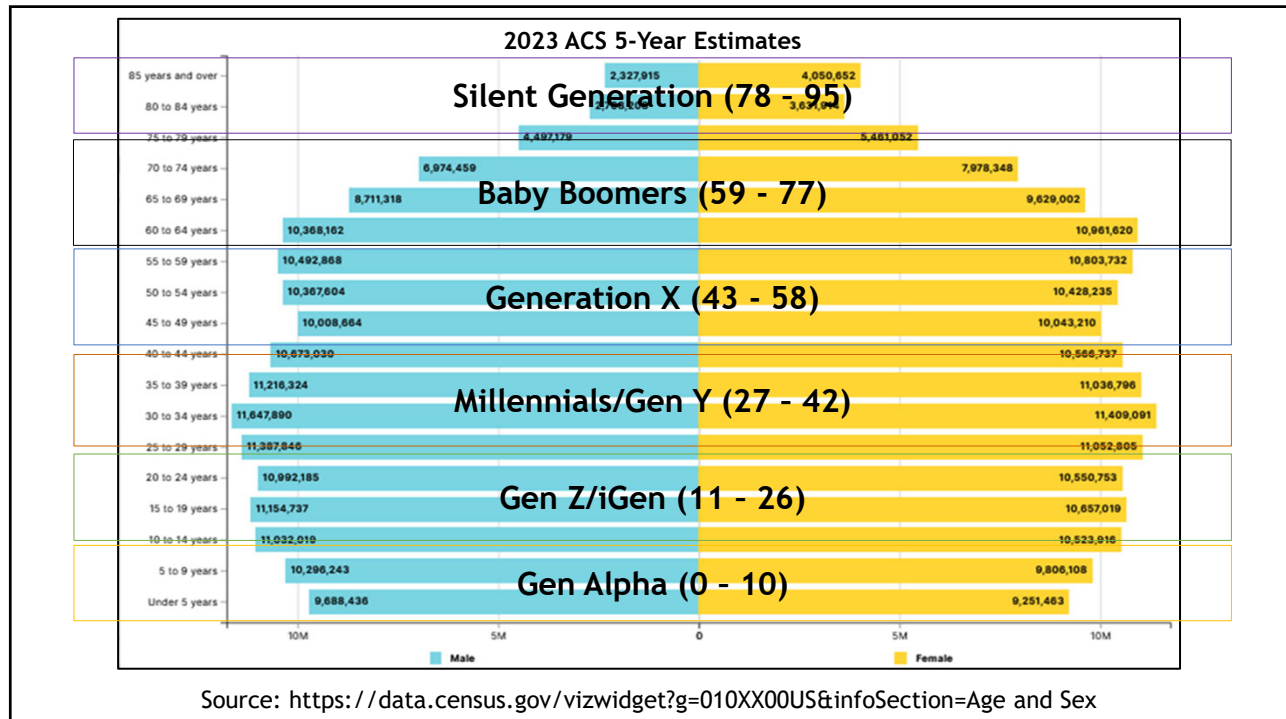
Generations defined by different organizations

Generation <small>*used for this presentation</small>	Pew Research Center*	U.S. Census Bureau	Strauss-Howe Generational Theory	Center for Generational Kinetics
Silent Generation	1928-1945	1928-1945	1925-1942	1928-1945
Baby Boomers	1946-1964	1946-1964	1943-1960	1946-1964
Generation X	1965-1980	1965-1980	1961-1981	1965-1976
Millennials (Gen Y)	1981-1996	1981-1996	1982-2005	1977-1995
Generation Z (iGen)	After 1996	1997-2012	2006-2029	1996-2015
Generation Alpha	-	2013-present	-	2016-present



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Greatest Generation (1901 – 1927)

- Traits and Characteristics
 - ☐ [Add answers to chat]



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Silent Generation (1928 - 1945)

- Traits and Characteristics
 - ☐ [Add answers to chat]



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Baby Boomer Generation (1946 – 1964)

- Traits and Characteristics
 - ☐ [Add answers to chat]



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Generation X (1965 - 1980)

- Traits and Characteristics
 - ☐ [Add answers to chat]



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Millennials/Gen Y (1981-1996)

- Traits and Characteristics
 - [Add answers to chat]



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Generation Z/iGen (After 1996)

- Traits and Characteristics
 - [Add answers to chat]



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Do the qualities the group identified for your generation reflect your own experiences? Why or why not?

- Greatest Generation (1901 - 1927)
- Silent Generation (1928 - 1945)
- Baby Boomer Generation (1946 - 1964)
- Generation X (1965 - 1980)
- Millennials/Gen Y (1981-1996)
- Generation Z/iGen (After 1996)

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Limitations of Generations

1. Arbitrary boundaries/generational boundaries are not a hard science
2. Biased towards Western culture
3. Doesn't account for the influence of external factors
4. Exaggerates intergenerational divide
5. People change over time/Youth is not a permanent state
6. Overgeneralization promotes stereotypes and oversimplification
7. Stereotypes about the generations may skew towards the experience of the upper middle class
8. Lack of longitudinal data
 - Limited data to compare age groups over time (research methods evolve as technology changes)



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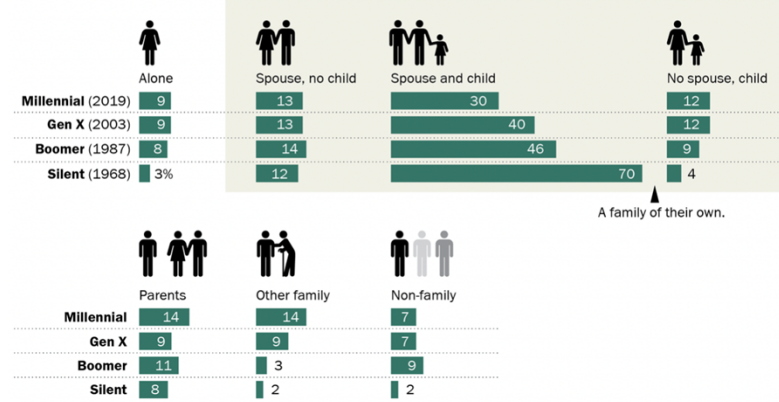
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Compilation of census data from the late 1960s on individuals aged 23 to 38 at four time points.



Three-in-ten Millennials live with a spouse and their own child – well below the share for previous generations at a comparable age

% of 23- to 38-year-olds living with ...



Note: Adults who have a spouse that is currently living apart from them, but from whom they are not legally separated, are considered to be living with that spouse for this analysis. Children include those who are biological, adopted and/or stepchildren. Those living in group quarters are not shown. For more details on the specific categories, see the methodology.

Source: Pew Research Center analysis of 1968, 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplement (IPUMS).

"As Millennials Near 40, They're Approaching Family Life Differently Than Previous Generations"

Source: <https://www.pewresearch.org/social-trends/2020/05/27/as-millennials-near-40-theyre-approaching-family-life-differently-than-previous-generations/>

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How to use generations effectively

The eras in which we come of age can leave a signature of common experiences and perspectives. Events such as terrorist attacks, wars, recessions and pandemics can shape the opportunities and mindsets of those most affected by them.

Similarly, historical advances like desegregation, effective birth control, the invention of the internet and the arrival of artificial intelligence can fundamentally change how people live their lives, and the youngest generations are often in the vanguard. At the same time, some events can affect people *across* generations, moving everyone in one direction or another.

It's wise to think of terms like Gen Z, Millennial, Gen X and Baby Boomer as general reference points instead of scientific facts.

~Michael Dimock, Pew Research Center



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It pays off to interact with people as unique individuals rather than just members of a generation or like-minded group.



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Communicating Across the Generations



- Technology
- “You” statements versus “I” statements
 - Describe how you are affected by the situation
- How to talk to relatives about sensitive topics
 - Be proactive
 - Do your homework
 - Choose the right time and place
 - Be honest and clear
 - Show empathy and compassion
 - Involve professionals
 - Follow up
 - Get your own house in order
- Communicating about advancing age
 - Labeling
 - Othering
 - Elderspeak
 - Crisis versus creativity/innovation
- How do parents talk to kids on and off the farm?
 - Discuss goals/priorities for the business
 - Discuss roles/responsibilities
 - Discuss resources needed for goals
 - Be transparent and honest

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Presentation Summary



Generations are difficult to objectively measure and scientifically study. However, they can serve as a reference to help us understand the era when a person came of age. The events of youth often shape how people live their lives.



The pitfalls of thinking of people in terms of their generation are well documented (promotes stereotyping and oversimplification, exaggerates intergenerational divide, and more).



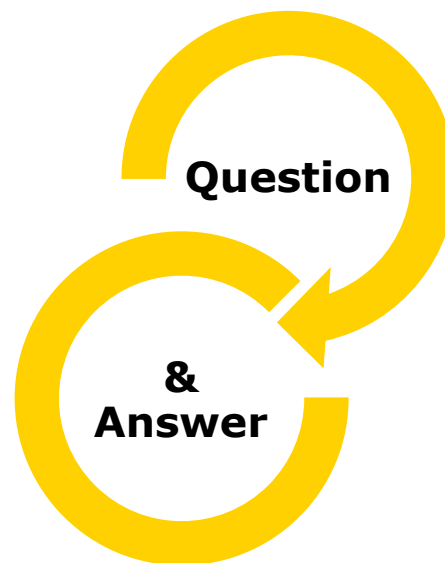
Communication across the generations begins with seeing each person as an individual and not as some member of a monolithic group.



Many families struggle to communicate about sensitive topics. Start now. Do not expect these conversations to move quickly, especially when dealing with difficult topics like illness, dying, or transitioning a business.

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Contact Information

Leacey E. Brown, MS
 Gerontology Field Specialist
 South Dakota State University Extension
 Leacey.Brown@sdstate.edu
<https://extension.sdstate.edu/wellness/older-adults>



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Learn More!




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- ❑ 5 things to keep in mind when you hear about Gen Z, Millennials, Boomers and other generations. <https://www.pewresearch.org/short-reads/2023/05/22/5-things-to-keep-in-mind-when-you-hear-about-gen-z-millennials-boomers-and-other-generations/>
- ❑ Are generations a useful concept? <https://doi.org/10.1016/j.actpsy.2023.104059>
- ❑ As Millennials Near 40, They're Approaching Family Life Differently Than Previous Generations <https://www.pewresearch.org/social-trends/2020/05/27/as-millennials-near-40-theyre-approaching-family-life-differently-than-previous-generations/>
- ❑ Assessing the effects of generation using age-period-cohort analysis <https://www.pewresearch.org/decoded/2023/05/22/assessing-the-effects-of-generation-using-age-period-cohort-analysis/>
- ❑ Generations and Generational Differences: Debunking Myths in Organizational Science and Practice and Paving New Paths Forward <https://doi.org/10.1007/s10869-020-09715-2>
- ❑ How Pew Research Center will report on generations moving forward. <https://www.pewresearch.org/short-reads/2023/05/22/how-pew-research-center-will-report-on-generations-moving-forward/>
- ❑ How to Communicate about Aging <https://ncran.org/how-to-communicate-about-aging/>
- ❑ Pew Research Center: New Stance On Generational Labels, With A Caveat <https://www.forbes.com/sites/sheilacallaham/2023/05/28/pew-research-center-new-stance-on-generational-labels-with-a-caveat/?form=MG0AV3>
- ❑ The Whys and Hows of Generations Research <https://www.pewresearch.org/politics/2015/09/03/the-whys-and-hows-of-generations-research/>

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