

# iGen, iPhone, iPod, iCrazy... Trying to understand today's student!!

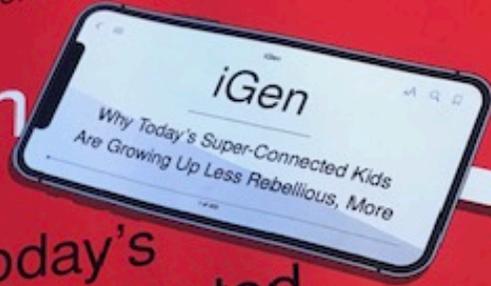
A generation under the influence of a smartphone:  
**iGen comes of age**



~ Understand the influences shaping this generation ~  
Can we harness the positive trends while mitigating the negative?

Jean M. Twenge, PhD  
author of *Generation Me*

iGen



Why Today's  
Super-Connected  
Kids Are Growing Up  
Less Rebellious, More  
Tolerant, Less Happy—  
and Completely  
Unprepared for  
Adulthood\*

"Surprising."  
—TIME

\*and What That Means for the Rest of Us

# Understanding iGen means understanding the future---- for all of us!

iGen begins with those born in 1995 (the year the internet was born).

2006, Facebook opened up to anyone over 13

iGen 1995-2012

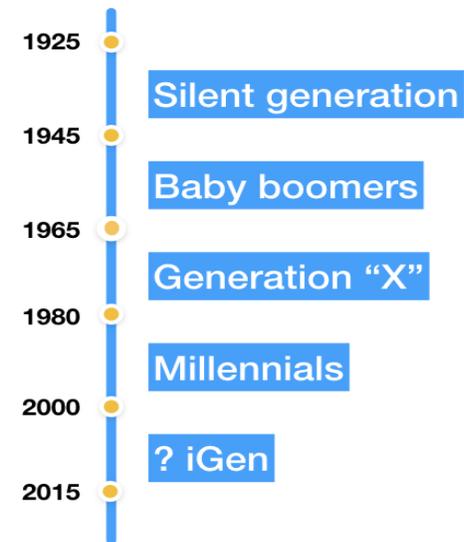
The first iGen'ers graduated from high school in 2012 and the last will in 2030.

Also may be called GenY.

## The Generations



Year of birth



## So what's really different about iGen?

## In No Hurry: Growing Up Slowly

Teens are less likely to go out without their parents.

.... Less likely to date

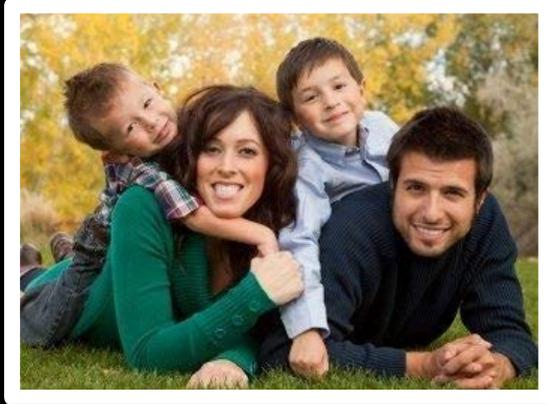
What GenXer's called "*liking*" iGen'ers now call "*talking*" – an ironic choice for a generation who prefer texting to talking on the phone. About a third of their "getting to know you" conversations were done via texting and social media (that's the "*talking*" part) and the other two-thirds in person.

They are less likely to have sex than teens in previous decades.

They are waiting longer to have sex and have babies just as they are waiting longer to go out without their parents and date.



Today's teens follow a slow life strategy, common in times and places where families have fewer children and cultivate each child longer and more intensely



Youths of every racial group, region and class are growing up more slowly.

Waiting until they are 18 to get their drivers license. 1 in 4 don't have a drivers license by the time they graduate.

- Too lazy to get around to it.
- Too nervous they might fail.
- Mom's a good chauffeur so there is not urgent need.
- Parents drive me everywhere and never complain.



Less likely to go out without their parents, they are also less likely to be at home without their parents.

Decline of the Teen Job.

Spending less time on homework, paid work, volunteering and extracurricular combined, not more.

“no one would hire me due to my lack of experience, and even when I finally did get a job, I wasn’t acting in a professional manner on the job and I ended up getting fired a few months later. “if I had worked in high school, regardless of where, I would have known how to behave on the job. In fact, if I had had a job I probably would have learned a discipline and work ethic that would have helped me in many areas of my life. I would have learned the importance of attendance which is something I have a huge struggle with when it comes to school and appointments. I never learned what it was like to earn something.



When they need money they just ask their parents for it. No experience in managing money.



Nearly 40% of iGen Seniors in 2016 had never tried alcohol at all and the number of 8<sup>th</sup> graders had nearly been cut in half.

iGen is ramping up their drinking over a much shorter period of time than did previous generations. Many are going from Zero to sixty in their alcohol experience in a short time. They are arriving on college campus fairly naïve about drinking but are quickly immersed in a culture of heavy alcohol consumption.

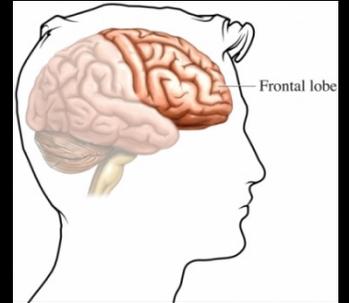
For now iGen drinks less but smokes pot more than the Millennials who preceded them.



Teens are growing up more slowly and are thus less like adults.... They are simply taking longer to grow up

Studies of brain development have shown that the frontal cortex, the brain area responsible for judgment and decision making, does not complete its development until age 25. This has spawned the idea that teens are not quite ready to grow up and thus need more protection for a longer period of time.

Fundamental truth of brain research is that the brain changes based on experience. Maybe today's teens and young adults have an underdeveloped frontal cortex because it has not been given adult responsibilities.



Parents do keep a closer watch over teens these days. Teens say that their parents always know where they are and who they are with when they go out at night. Surveillance is probably facilitated by phone-tracking apps that allow parents to see where their teens are. But it doesn't tell you who they are with.

Gen'ers fight less with their parents.  
They wish they could stay children for longer.



Many people associate being a child with less stress and more fun. Hence the use of the word “*adulthood*” which means taking care of one’s responsibilities.



The word “adult” is now used as a verb and it seems to mean the end of all fun.  
“I’M VERY SCARED OF ADULTING!!!!”

Even once they get to college, students' parents continue to treat them like children.

- they register their adult children for classes
- remind them of deadlines
- wake them up for class

Students aren't mortified when their parents do these things, they are grateful. They are grateful to talk to their parents ; multiple times a day, in the dorm, in the dining halls, in the student union and going from one class to another. Even in professors and advisers offices.

iGen doesn't rebel against their parent's overprotection instead they embrace it.



## Internet: Online Time ----- Oh, and Other Media, too

Their phone was the last thing they saw before they went to sleep and the first thing they see when they wake up. If they wake up during the night they look at their phones. They talk about their phones the way an addict would talk about crack.

*While we are awake the phone entertains, communicates, glamourizes.*

12<sup>th</sup> graders spend their screen time.

- Texting 28%
- Internet 24%
- Gaming 18%
- TV 24%
- Video Chat 5%



# Social Media



Girls are constantly in search of likes and positive comments on their pages with persistent pressure to post sexy and reveling photos. FOMU – Fear of Messing Up  
Teens see snapchat as a “safe” way to talk to their friends because there is no embarrassing permanent record that can be shared around.

Playing video games is Max’s only social activity.

“I had a problem where I would play and I really wouldn’t do anything else. Until 3:30/4:00 a.m.”

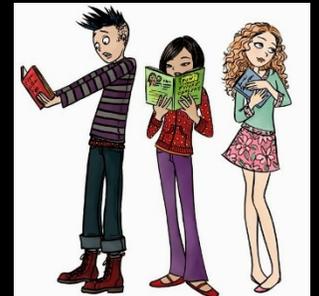


Are books dead? Teens are reading less. Maybe because books just aren’t fast enough. For a generation raised to click on the next link or scroll to the next page within seconds, books just don’t hold their attention.

*“I don’t really read for pleasure..... I watch Netflix shows or Hulu shows, mostly TV.”*

*“I do not enjoy reading books, they put me to sleep and they are boring.” “I do not have the patience to read books that I do not have to read.” “I never read any books”.*

Unfortunately, iGen’ers academic skills lag behind their Millennial predecessors’ by significant margins.



Apparently, texting and posting to social media instead of reading books, magazines, and newspapers are not a boon for reading comprehension or academic writing!! That might partially be due to the short attention span that the new media seem to encourage. One study installed a program on college students' laptops that took a screenshot every five seconds. The researchers found that students switched between tasks every nineteen seconds on average. More than 75% of the students' computer windows were open less than one minute. This is a very different experience from sitting and reading a book for hours. Students don't read the textbook, even if it's required. Many publishers are moving toward interactive ebooks to try to keep students engaged. Regular books and magazines have already taken some of these steps, such as making their articles shorter and lowering the reading level.

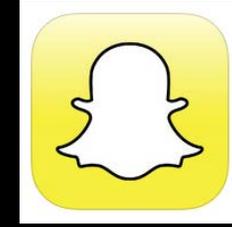
iGen'ers watch TV either on demand or streaming on their phones or computers.

They would rather watch movies at home than go to the theater... it is more convenient, cheaper and they can stay in their pajamas.



## In Person No More: I'm with You, but Only Virtually

They spend less time at parties .... People party because they're bored ---- they want something to do. Now we have Netflix. ---- you can watch series non stop. The party is constant and it's on Snapchat.



iGen'ers see their friends in person an hour less a day than GenX'ers and Millennials did. An hour a day less spent with friends is an hour a day less spent building social skills, negotiating relationships, and navigating emotions. They make, "like the fake online friends". Some people, "like help cheer you up online, but you don't really know them, so you can't really have a deep relationship".

All of this home time doesn't mean they are with their families. They don't talk to them, they just say "okay, okay, whatever", while they're on their phones. They don't pay attention to their families.

# They spend more leisure time alone!!



Teens who spend more time on screen activities are more likely to be unhappy and those who spend more time on nonscreen activities are more likely to be happy. All screen activities are linked to less happiness, and all nonscreen activities are linked to more happiness.

The more people use Facebook, the lower their mental health and life satisfaction at the next assessment. But after they interacted with their friends in person, their mental health and life satisfaction improved.

Add in cyberbullying online, and it's a toxic mix. As teens get older, they are less likely to bully one another and more confident in themselves, protecting them somewhat from the slings and arrows of teen social media experience.

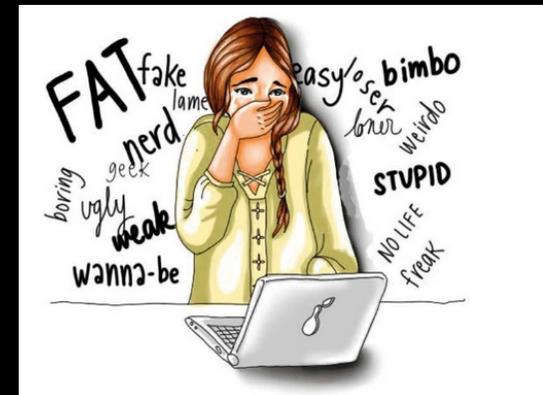


The loneliest teens are those who spend more time on social media and less time with their friends in person.

At school, people are quieter.... They are on their technology ignoring each other. "I am dissatisfied with my life because a lot of my friends are addicted to their phones---- they seem like they do not want to talk to me because they are on their phones."

Teens who are the most active on social media are also those who are most in danger of developing depression, a mental health issue that devastates millions of US Teens each year.

The youngest teens social media can inflame anxiety among those who are susceptible, and those who crave the "hit" of likes are often those who are most vulnerable to mental health issues.



Three hours of screen time a day increases the chance that a teen will be at risk for committing suicide.



How much is too much screen time? Risks starts to increase with screen time of two hours or more a day. With very high levels of use five or more hours linked to considerably higher risks of suicide and unhappiness. Moderation, not necessarily a complete elimination of electronic devices from teens' lives, is the key.

What is so bad about electronic devices that is so much worse than TV? **CYBERBULLYING!!!**

2/3 of cyberbullied teens have at least one suicide risk factor. 9% more than those who were bullied offline at school. Teens who are cyberbullied often say that there's no way to get away from their tormentors – unlike with an in-person bully, they can't just avoid certain people. Unless they give up their phones entirely, the bullying continues.

Even when it doesn't lead to suicide, it can certainly lead to unhappiness or depression.

Teens' entire lives are online, and one out of three is being bullied right where he or she lives.

Homicide rate among teens has declined, but the suicide rate has increased.

In person social interaction is much better for mental health than electronic communication. Humans are inherently social beings, and our brains evolved to crave face-to-face interaction. In hunter-gatherer times, people who got kicked out to the tribe often died because they had no one to share food with (and no one to reproduce with) – being a hermit was literally bred out of us.

With our brains so attuned to social rejection, texting and social media are fertile grounds for negative emotions. Even when things go well, the cadence of electronic communication can be problematic.

Memories are created through experiences and that can't happen on the phone or computer.

Will the decline in in-person social interaction lead to iGen having inferior social skills?

They don't know how to communicate like normal people and look people in the eye and talk to them.

Now add ear buds to the mix.

iGen'ers are not practicing their in-person social skills as much as other generations did.

We may see more young people who know just the right emoji for a situation --but not the right facial expression.



## Insecure: The New Mental Health Crisis

iGen is on the verge of the most severe mental health crisis for young people in decades.

FOMO (Fear of Missing Out)

Girls use social media more often, giving them more opportunities to feel left out and lonely when they see their friends or classmates getting together without them.

Before the internet boys tended to bully one another physically and girls verbally. Social media gave middle and high school girls a 24/7 platform to carry out the verbal aggression they favor, ostracizing and excluding other girls. Girls are twice as likely as boys to experience this type of electronic bullying (cyberbullying) 22% of girls said they had been cyberbullied in the last year, compared to 10% of boys. iGen teen girls are living their social lives online and as a result, are more likely to feel left out.

Optimism and self-confidence online that covers a deep vulnerability, even depression in real life. That's the story of iGen'er's life on social media, and it is increasingly the story of their generation.. Like the ducks they imitate in their selfies, iGen'ers are calm and composed on the surface but paddling madly underneath.

Rise in depressive symptoms occurred at almost exactly the same time that smartphones became ubiquitous and in-person interaction plummeted.



Not getting a reply to your text or social messages has a high potential for causing anxiety – a common precursor to depression.

One in nine teens and one in eleven young adults suffering from major depression, this is not a small issue. Every single week we have a girl who comes in the ER after some social-media rumor or incident has upset her.... Almost always caused by girls cutting themselves.

Growth of suicide among teens that started right around the same time smartphones became common. With twice as many young teens killing themselves, something clearly needs to be done.



New-media screen time is linked to mental health issues or unhappiness, and it rose at the same time.

In-person social interaction and print media are linked to less unhappiness and less depression, and both have declined at the same time as mental health has deteriorated.

### Three possible causes

1. More screen time has led directly to more unhappiness and depression
2. More screen time has led to less in-person social interaction, which has led to unhappiness and depression
3. More screen time has led to less print media, leading to unhappiness and depression.

Another possibility is that iGen'ers are unprepared for adolescence and early adulthood due to their lack of independence. With iGen'ers less likely to work, manage their own money, and drive in high school, perhaps they are not developing the resilience that may come from doing things on your own.

One study ask college students if their parents "supervised my every move," stepped in to solve life problems for me", and didn't "let me figure things out independently". Helicopter Parents children had lower psychological well-being and were more likely to have been prescribed medication for anxiety and depression. Thus, reduced independence passes both tests; it is correlated with mental health issues, and it changed at the same time.



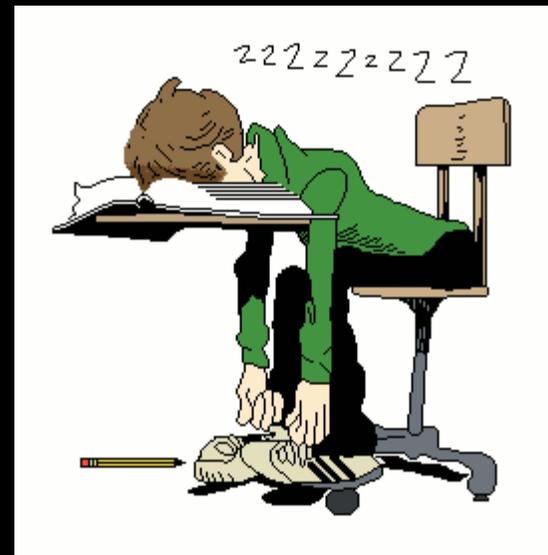
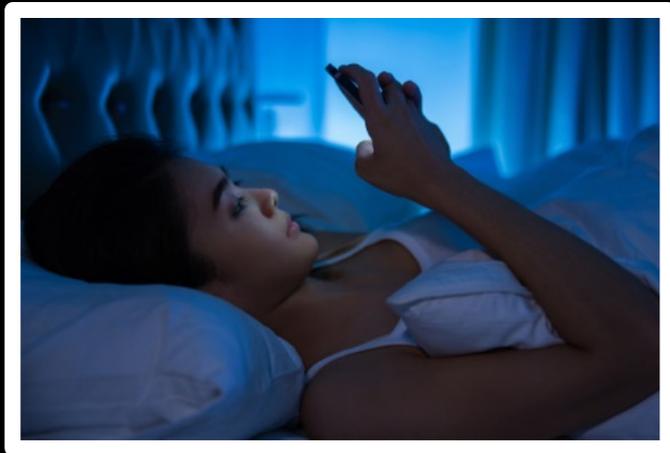
# Stealing Sleep

Sleep experts tell us teens should get about nine hours of sleep a night, so a teen who is getting less than seven hours is significantly sleep deprived.

Children who used a media device before bed were more likely to sleep less than they should, more likely to sleep poorly, and more than twice as likely to be sleepy during the day.

Sleep deprivation is linked to myriad issues, including compromised thinking and reasoning, susceptibility to illness, increased weight gain, and high blood pressure. Sleep deprivation also has a significant effect on mood: people who don't sleep enough are prone to depression and anxiety. May be another reason why they are more likely to be depressed.

The blue light emitted by electronic devices tells our brains it's still daytime, which makes the brain take longer to fall asleep. It probably doesn't help that social media exchanges, especially for teen girls, are filled with drama, not the best thing when you're trying to relax before bed.



## Irreligious: Losing My Religion and Spirituality

iGen'ers are more likely than any generation before them to be raised by religiously unaffiliated parents.

Young people now associate religion with rigidity and intolerance – an automatic anathema to a highly individualistic and accepting generation. *“I feel like some of the worst people, who are most bigoted and closed-minded, are religious.”*

iGen'ers want religion to be more positive and less negative, to focus on what to do rather than what not to do, and to accept everyone.



## Insulated but Not Intrinsic: More Safety and Less Community



### Physical and Emotional Safety

- They are the generation of childhood car seats, being picked up at school instead of walking home by yourself and sanitized plastic playgrounds. They are safer drivers, have fewer accidents and fewer tickets.
- They take it for granted that you should always wear your seat belt.
- They are less likely to get into a car by someone who has been drinking.
- They are less likely to binge drink.
- They are more likely to use marijuana because they believe that it's safe. In fact, iGen'ers see regular marijuana use as safer than binge drinking, the first generation ever to do so. "I believe that marijuana is completely safe to use as long as you are not using machinery or a vehicle"

*"Weed has proven to provide many health benefits." "It helps with pain, cancer and many other illnesses."*

*Unfortunately, few iGen'ers seem to be aware of the long-term risks of marijuana use, which can include reduced intelligence and higher risks or schizophrenia, especially when used begins during adolescence. Marijuana is also now much more potent than the pot Boomers smoked in the 1970's*

- iGen'ers fight less. They see physical fighting as risky and pointless, given the possibility of physical injury.

*"Generation Snowflake" they are apt to melt under the slightest pressure due to their extreme fragility.*





All of this focus on protection, safety, comfort, and home is the downside of teens growing up more slowly; they are unprepared to be independent and thus want college to be home. They love the idea of adult freedom that college offers (no curfew!) but still want to feel “safe” at all times. They want administrators and people in higher authority to fix the situation, rather than the students doing something about it themselves. They want college administrators to be like their parents, seen by children as all powerful.

*“I had no idea I went to school with people who had different opinions from me. It’s terrifying.”*

“We all have the right  
to feel safe all  
the time”.

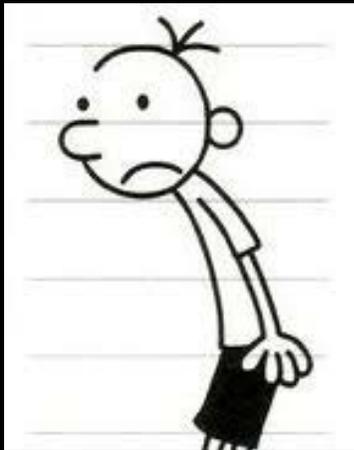
“Nothing is so awful that  
you can’t talk with  
someone about it”.



The emphasis on protecting the emotions of students might actually be damaging their mental health. Cognitive behavioral therapy, the most common and empirically supported talk therapy for depression, teaches people to try to see things more objectively. Yet the language of safe spaces, trigger warnings, and micro aggressions encourages the opposite – letting your feelings guide your interpretation of reality.

We may have protected our kids into Wimpdom!! Parental overprotection and hovering have made kids vulnerable because they don't learn to solve problems on their own. "Behold the wholly sanitized childhood, without skinned knees and the occasional "C" in history. Kids need to learn that you need to feel bad sometimes. We learn through experiences.

iGen'ers seem terrified – not just of physical dangers but of emotional dangers of adult social interaction. Their caution helps keep them safe but it also makes them vulnerable, because everyone gets hurt eventually. Not all risks can be eliminated all the time, especially for a generation that believes someone disagreeing with you constitutes emotional injury.



iGen'ers think that making a lot of money--- **winning the economic race is important**. They figure they need to focus on paying the bills, which include a staggering pile of student debt that may make it difficult for them to spend much time contemplating the meaning of life. iGen'ers are not as overconfident, entitled, or grandiose as Millennials were at the same age, which in many ways is a positive development. However, some of the narcissism has been replaced with disengagement and cynicism – and that first appears in the classroom. **They aren't convinced that their education will help them get good jobs or give them information they will need for later**. High school students don't see the point in going to school. High School teachers, whose jobs were already challenging, now face students who **think that what they're learning is irrelevant to their lives and future careers**. Both their intrinsic and extrinsic motivations for going to school have tanked. They find **no joy in school**, and more are cynical about its importance. **School and college are now a means to an end---** and high school students aren't even sure it is the right means anymore. iGen'ers interest in safety leads them to balk at the idea that college should mean exploring new and different ideas – what if they aren't “emotionally safe”? And what does this have to do with getting a job and making money?



## Income Insecurity: Working to Earn --- but Not to Shop

iGen'ers are **practical, forward looking, and safe**, a far cry from the “You can be anything” and “Follow your dreams” Millennials. They want a job where they can **make money**, enough money, it doesn't have to be too much. *“I'd like to have a job I just don't hate.”* They **don't want a job to take over their lives**, but they want it to make enough money. They aren't focused on a rewarding job or one that is interesting, where they learn new things, and where they see results of what they do... **They just want not to hate their jobs.** They are not interested in making friends at work. They don't interact with friends in person so interacting with them at work is not important. They **don't want to put out too much effort at work.**

Not interested in going into business for themselves – it's too risky. Job security means income, being able to buy the things they want and feeling safe. They sure don't want to be living on the streets.

### **Working is for Old People**

One out of four non-college-educated young men in their 20's who **had not worked at all in the past year.** Working like drinking is now for people over 21 maybe 25. Men are playing video games. Young men had 4 more hours of leisure time a week. 25% played video games 3 or more hours a day, 10% played 6 hours a day. Are they playing video games because they aren't working or are they not working because they are playing video games? Why work when you can live at home and play video games?



Not necessary to have the latest style, “It’s not about trying to keep up with others or fit in, we just need something that works and gets the job done. “



They have never know a world without Amazon.com They prefer to get the shopping over with quickly and get on to owning the stuff.



They are more focused on practical things, less attracted to fame, and more likely to *favor logic over emotions*. What can a product do for the individual – *its convenience, it’s safety features, the experience it provides*.



## Indefinite: sex, marriage and children



They are less willing to label anything as “wrong” – it’s all up to the individual.

They weren’t having sex as young adults.

They describe oral sex as *“nothing.... It’s not sex”* and *“a step past making out with someone”*. *You’re not losing your virginity, you can’t get pregnant, and you can’t get an STD so it’s safer.”*

There self focus and the race for economic success are more important, so sex and relationships are *“distractions”*.

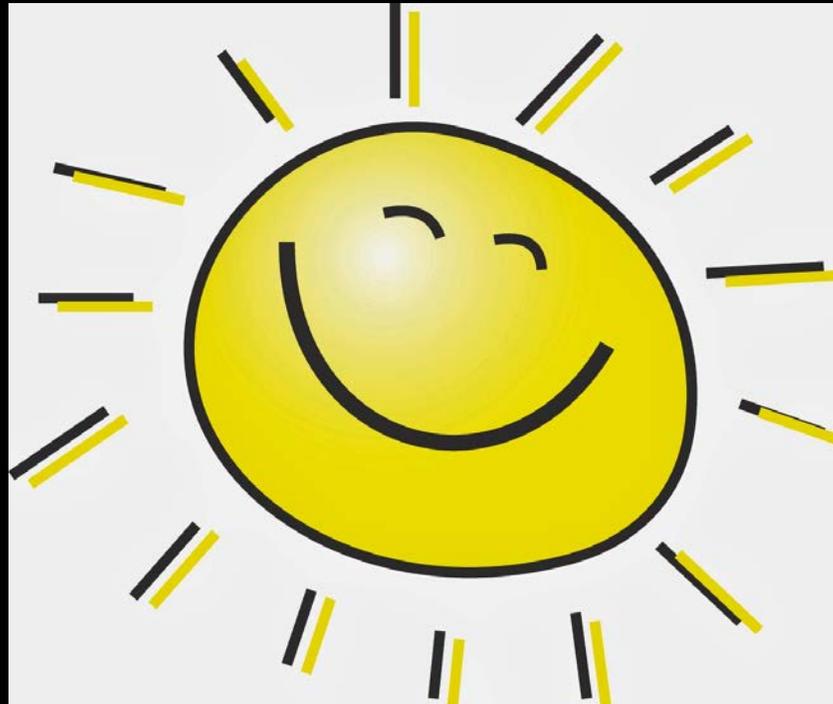
*Sexting can’t get your pregnant, and too many it feels safer. “I would do really graphic sexting in middle and high school or do a striptease on Skype. I wasn’t ready to lose my virginity, but I loved being the bad girl.”*



Pornography, especially on the internet has desensitized teens into not enjoying or wanting sex and intimacy. .... For some porn is enough and real sex seems unnecessary. Why risk rejection, STD's relationship arguments, or having to meet up with someone when you can watch porn in the privacy of your own bedroom and do things your way..

Hookups are “emotionless or meaningless sex”. Porn is hot sex and cold emotions.

*You don't need someone else to make you happy--- you should make yourself happy. Never compromise, “I love me” Dealing with people is exhausting. Hookups are a way to find instant gratification without the trouble of taking on someone else's baggage. “That way you don't have to deal with a person as a whole, You just get to enjoy someone in the moment.*



For a hookup (college) Alcohol is considered mandatory before having sex with someone for the 1<sup>st</sup> time. Hooking up sober would be awkward. Being sober makes you seem like you want to be in a relationship.

Average college hookup involves the woman having 4 drinks and the men 6. Alcohol allows students to pretend that sex doesn't mean anything –after all you were both drunk.



### How to Avoid Catching Feelings for Someone

- Go into it with the attitude that you're not going to develop feelings for this person.
- Don't tell them your life story.
- Don't cuddle! (Getting close to them literally is going to mean getting close to them emotionally, and that's exactly what you don't want.)

“Catching feelings” --- developing an emotional attachment to someone else --- an evocative term with its implication that ....

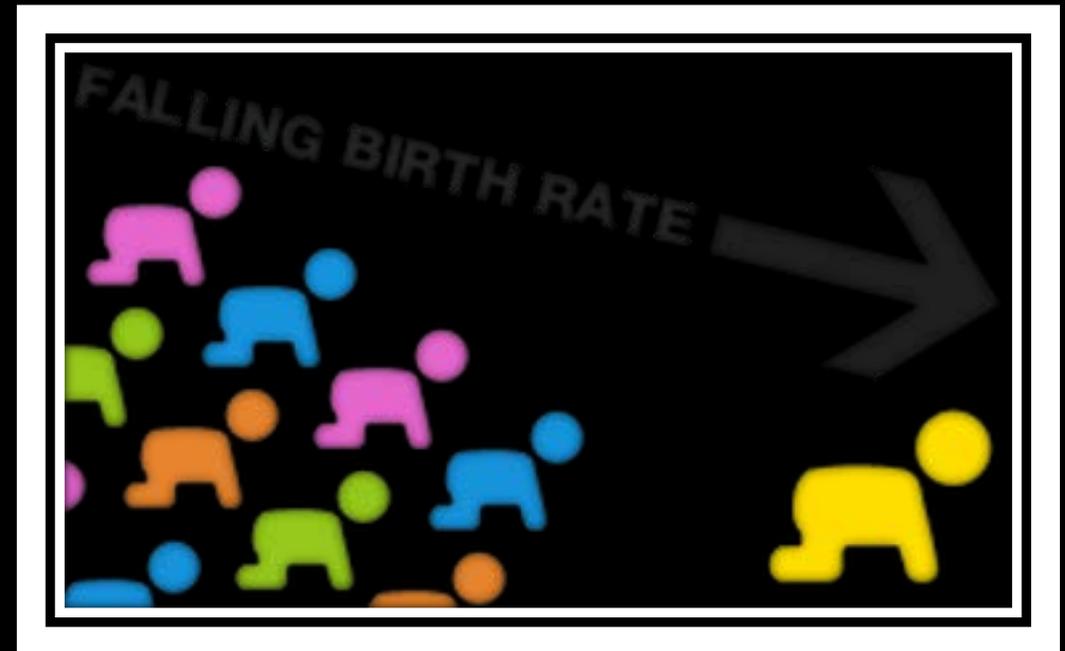
Love is a disease one would rather not have.

Marriage and children are just not as high on iGen's priority list.

The biggest problem with having children is being able to provide a secure and comfortable life style for them.

Marriage is boring because you're stuck with the same person for the rest of your life. It's like having chicken every night for dinner. So people are waiting until they don't have any other option but to get married.

iGen will be on track to be the generation with the largest number of single people In US history and the lowest birthrate on record.





Tolerance begins with the good intentions of including everyone and not offending anyone but ends (at best) with a reluctance to explore deep issues and (at worst) with careers destroyed by a comment someone found offensive and silencing of all alternative viewpoints. The US Departments of Justice and Education broadened the definition of sexual harassment from speech that is simply “unwelcome”. Emotional reasoning is now accepted as evidence.

*Feel free to disagree with somebody, but don't try to just shut them up... What I don't want is a situation in which particular points of view that are presented respectfully and reasonably are shut down.” In other words protest, but let the other side speak too.*

*President Obama*

iGen'ers have gained a reputation for oversensitivity. With their strong emphasis on people being offended by Words. There's little agreement on which words are Offensive.



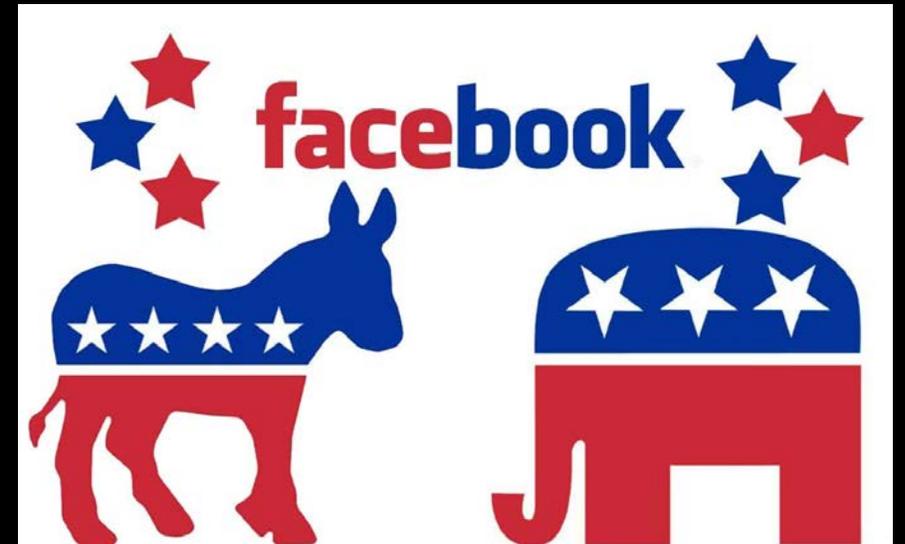
## Independent: Politics

They are avoiding institutions such as religion and marriage, more and more of them are refusing to identify with the major political parties.

They believe that pot should be legalized... partially because they believe that the government should stay out of personal decisions. People should be allowed to have control over their body and not have the government intervene. This may be why more iGen's are pro-choice. (Pregnancy can be a risk and they don't like taking risks) They also don't believe in the death penalty.

When it comes down to it they really aren't going to get involved in politics.

They are less informed than their predecessors. They get all of their news online. They aren't interested in the news. It's depressing!!



## Understanding----- and saving ----- iGen

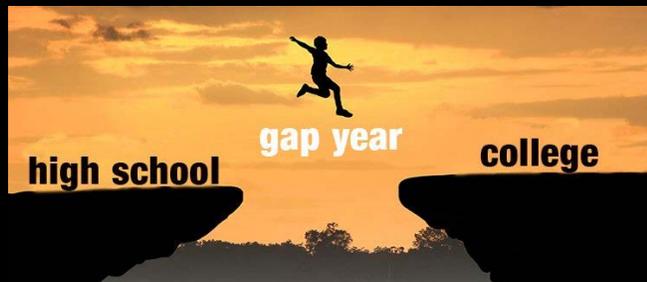
Put down the PHONE!!! If they want to be on social media, sign then up on the computer. It isn't constantly in their pockets. Sporadic use is unlikely to be harmful. Limit their use to an hour a day. Life is better offline.

Install an app that limits the amount of time they can spend on it.  
No one, adults included, should sleep within ten feet of his phone.



Relax curfews and rules about going out with friends; they will gain social skills and independence from these experiences. Insist they get a drivers license. Stop driving them around!!!

Gap Year between high school and college, time to grow up some.



## iGen'ers in the Classroom....

- As students they are willing to work hard and less likely to question their grades.
- They are more hesitant to talk in class and to ask questions. They are scared of saying the wrong thing and not as sure of their opinions.
- They are use to finding information by themselves.
- They are fine with lectures as long as they convey information that is helpful to doing well on exams.
- They like discussion but don't want it to take too much time away from learning the material that will be on the test.
- Keep class interesting. They have very short attention spans.

Cover the cool stuff and leave everything else out. Cover the most important topics in enough detail that students can understand the different sides of the issues, but without the lengthy list of topics and fine-grained detail that end up boring them to tears.

Given how much IGen'ers learn online, one of the most important lessons is how to judge content. Fake news – figuring out what's real online and what's not. They need to be taught about sources and evaluating evidence.



...iGen students are afraid they will not make the cut in a competitive world and will end up on the “have not” side of the increasing divide between the haves and have-nots. They are practical, serious, and anxious, focusing more on the exam grade and less on the joy of learning. They go to college to get a better job and make more money, not necessarily to improve their minds.

Teachers should devote some class time to discussion – usually by asking students about their own experiences and how they relate to the material. “I’m hoping they will also see the material can help them understand their world. Most students also recognize that the discussions help them remember the material – a win-win.



# Hiring iGen'ers --- and Getting them to Stay

- More focused on work and more realistic about what that entails.
- They want good, stable jobs and are eager to prove themselves.
- They don't want to be entrepreneurs.
- They are less entitled and narcissistic than the Millennials and have more moderate expectations.
- They are not overconfident, and they have a strong work ethic.
- Young employees are anxious and uncertain; they are eager to do a good job but are scared of making mistakes.
- More likely to put in extra work to get a presentation finished in time but less confident that it will be successful.
- iGen'ers need reassurance.
- Less independent
- They will need more guidance
- Managers need to be more like therapists, life coaches or parents for iGen'ers.

- Compensation is key.... Becoming well off financially.
- They want to know that the job has a clear career path – that they can advance, preferably quickly.
- When considering the timeline of promotions, make them more numerous; instead of a big leap every two years, consider four smaller leaps every 6 months.
- Give feedback much more frequently than the annual review
- They respond best to brief feedback on specific tasks; keep the feedback short and to the point
- They want to feel safe and protected – not just physically but socially and emotionally.
- Always emphasize that you want to help them, that you're on their side and the feedback you're offering is to help them succeed. *"I want you to succeed."*
- Many businesses that recruit young college graduates have begun to involve their parents in the recruiting and orientation process.
- Many don't understand why anyone uses email when texting is so much faster.
- Their communication is visual rather than via words. They speak in emojis, images and video clips.

- They will need instruction about how to best communicate with older coworkers and clients.... Tell them to be careful with emojis, videos, and constant images.
- They will need to adjust their attention span. Reading long text and writing long reports will tax them . Communication has meant dealing with short snippets of information, not pages and pages of pure text.
- Micro aggressions - More and more will become emotional in meetings when they hear something they disagree with. They will learn to adapt to the reality of the workplace as they age, but the workplace will also adapt to them --- in still unknown ways.

## **What Lies Ahead for iGen?**

iGen'ers are scared, maybe even terrified.

They are both the physically safest generation and the most mentally fragile.

They are more focused on work and they more realistic

They will need to fight hard to make it

Exquisitely tolerant and have brought a new awareness of equality, mental health, and LGBT rights, leaving behind traditional structures such as religion.

They have a solid basis for success, with their practical nature and their inherent caution.

*"Marching Off the Map is the much-needed road map for 21<sup>st</sup>-century educators, parents, coaches, and youth leaders interested in guiding today's students."*

*- Dr. Jean Twenge, Professor, San Diego St. University and author of iGen*



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