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Generations defined

Article in *Ethos* · January 2010

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Generations Defined

| | Builders 1925-1945 Aged 70s - 80s | Baby Boomers 1946-1964 Aged 50s - 60s | Generation X 1965-1979 Aged 30s - 40s | Generation Y 1980-1994 Aged 20s - early 30s | Generation Z 1995-2010 Aged kids - teens |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Aust PM's | Robert Menzies John Curtin | Gough Whitlam Malcolm Fraser | Bob Hawke Paul Keating | John Howard Kevin Rudd | Julia Gillard |
| US President | Truman / Eisenhower | JFK / Nixon | Reagan / GH Bush | Clinton / GW Bush | Barack Obama |
| Iconic Technology | Radio (wireless) Motor Vehicle Aircraft | TV (56) Audio Cassette (62) Transistor radio (55) | VCR (76) Walkman (79) IBM PC (81) | Internet, Email, SMS DVD (95) Playstation, Xbox, iPod | MacBook, iPad Google, Facebook, Twitter Wii, PS3, Android |
| Music | Jazz Swing Glen Miller Frank Sinatra | Elvis Beatles Rolling Stones Johnny O'Keefe | INXS Nirvana Madonna Midnight Oil | Eminem Britney Spears Puff Daddy Jennifer Lopez | Kanye West Rihanna Justin Bieber Taylor Swift |
| TV & Movies | Gone With the Wind Clark Gable Advent of TV | Easy Rider The Graduate Colour TV | ET Hey Hey It's Saturday MTV | Titanic Reality TV Pay TV | Avatar 3D Movies Smart TV |
| Popular Culture | Flair Jeans Roller Skates Mickey Mouse (28) | Roller Blades Mini Skirts Barbie®/Frisbees (59) | Body Piercing Hyper Colour Torn Jeans | Baseball Caps Men's Cosmetics Havaianas | Skinny Jeans V-necks RipSticks |
| Social Markers/Landmark Events | Great Depression (30s) Communism World War II (39-45) Darwin Bombing (42) Charles Kingsford Smith | Decimal Currency (66) Neil Armstrong (69) Vietnam War (65-73) Cyclone Tracy (74) National Anthem (74) | Challenger Explodes (86) Haley's Comet (86) Stock Market Crash (87) Berlin Wall (89) Newcastle Earthquake (89) | Thredbo Disaster (97) Columbine Shooting (99) New Millenium September 11 (01) Bali Bombing (02) | Iraq / Afghanistan war Asian Tsunami (04) GFC (08) WikiLeaks Arab Spring (11) |
| Influencers | Authority Officials | Evidential Experts | Pragmatic Practitioners | Experiential Peers | User-generated Forums |
| Training Focus | Traditional On-the-job Top-down | Technical Data Evidence | Practical Case studies Applications | Emotional Stories Participative | Multi-modal eLearning Interactive |
| Learning Format | Formal Instructive | Relaxed Structured | Spontaneous Interactive | Multi-sensory Visual | Student-centric Kinesthetic |
| Learning Environment | Military style Didactic & disciplined | Classroom style Quiet atmosphere | Round-table style Relaxed ambience | Cafe-Style Music & Multi-modal | Lounge room style Multi-stimulus |
| Sales & Marketing | Print & radio Persuasive | Mass / Traditional media Above-the-line | Direct / Targeted media Below-the-line | Viral / Electronic Media Through Friends | Interactive campaigns Positive brand association |
| Purchase Influences | Brand emergence Telling | Brand-loyal Authorities | Brand switches Experts | No Brand Loyalty Friends | Brand evangelism Trends |
| Financial Values | Long-term saving Cash No credit | Long-term needs Cash Credit | Medium-term Goals Credit savvy Life-stage debt | Short-term wants Credit dependent Life-style debt | Impulse purchases E-Stores Life-long debt |
| Ideal Leaders | Authoritarian Commanders | Commanding Thinkers | Co-ordinating Doers | Empowering Collaborators | Inspiring Co-creators |