Research on Gen Y

Ngoc Nguyen

[Institutional Affiliation(s)]

Author Note

[Include any grant/funding information and a complete correspondence address.]

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# Abstract

Generation Y came after generation X and can be categorized as people who were born during 1980 to 2000. Generation Y or better known as the millennials have all entered the workforce and established themselves as the lead for organizations. These leads for organizations tend to range from the ages of 23 to 39 years of age.

# Introduction (Page 3)

The millennials have caused a change in the business arena.

Generation X is defined as people born amid 1961 and 1979, and generation Y has individuals who are born starting from 1980 and ending to 2000 (Smith & Nichols, 2015)

Generation X is already in the workforce but it can be also observed that few of them are in the retiring process.

Generation Y is currently in the workforce, while generation has entered the workforce as well.

The purpose of this research is to explain the behaviors, beliefs, and cultures of generation Y.

# Literature Review

The millennial generation has entered the workforce in larger numbers and perceives work-life balance as a critical determinant in choosing a career.

# The Values and Characteristics of Generation Y

Generation Y is more focused on achievements and strives to excel and surpass all goals.

 Generation Y is considered to be more flexible when it comes to the workplace and they tend to familiarize themselves with new cultures and changes very easily (Mansor, 2013).

# Technological Experts

Generation Y was born and raised in the world of new technology mainly pertaining to the internet, for example, Twitter and Facebook.

Television and cellular phones were a huge part of the new technology domination for millennials, while it can be considered that, technology has played a key role to make an influence on the lifestyles of millennials.

# Cultural Acceptance

Generation Y entered the workplace and took leadership roles without any issues when dealing with co-existing, unlike generation X.

Generation Y lacks face to face communication skills because they are technology-oriented and they keep changing their environments, which makes them not be loyal as compared to baby boomers (Heng & Yazdanifard, 2013). However, generation Y does not like boomers because of their unfair policies regarding the upcoming generations, workplace, and many questionable ideas by them.

# Independence

Technology and the internet can help generation Y to seek out and obtain information faster and in a simpler way so that they may be able to understand things without seeking help from other people.

# Education

Proceeding the discussion with the silent women, during the silent generation era women were most likely to be limited within the boundaries of their homes. Silent women were only given certain tasks such as childbearing, dishwashing and cooking food.

Women had little educational facilities by, men were provided with maximum facilities of education during the silent generation era. Women of Silent Generation had little or no impact on their work and economical attainments, which made their life completely dependent on their spouses (Wolfe et al., 2018).

The educational statistical discussion is important. The population starting from 25 to 37, when compared to the Silent Generation and Baby Boomers, have a bachelor's degree which makes to 39 percent (Bialik & Fry, 2019). While only 15 percent of the population from the Silent Generation and a quarter roughly of Baby Boomers have a bachelor's degree. The generation of millennials has the highest number of educated people. Students from generation have set clear cultural expectations in the process of learning and they expect technology-friendly educational trends (Ramos Salazar & Diego-Medrano, 2019). The millennial generation has changed the educational trends by shifting educators towards technology-based learning assessments and activities. As the generations other than millennials are lesser likely to be oriented towards technology, that is why they have to become accustomed to a technology-based working environment in the sector of education.

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