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GENERATIONAL COMPARISONS OF SILENT BOOMERS, GEN X, Y, Z – DEBUNKING FACTS ON USAGE OF SOCIAL MEDIA PLATFORMS

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Abstract

The paper focused on debunking facts myths of SILENT BOOMERS, GEN X, Y, Z for the usage of social media platforms. Very interestingly the researcher collects the data from the various sources, journal articles, websites, Britannica, Wikipedia to bring out the well known facts these generations are using the social media platforms like youtube, Instagram page, for their business and creativity work at the organisations or else for the work place. This paper intentionally focused only on the internet users and as well as the characteristics of generations from silent boomers to Gen Alpha.

SILENT GENERATION /TRADITIONALIST

This generation born before 1946, they grew up during the Great depression and World war- II, they fought in the world war-II, or else these were in the age children. These generation typically very hardworking nature, women are stayed at the home to raise children. The Silent Generation are nearly 55 million, Now on today most of the people are retirees, they are the largest voting population in the world Howe, Neil (2014) Mark McCrindle,(2016), Strauss, William (2009).

Characteristics **Jake Rossen (2021)**

Strive for financial security	These generation people are work hard for their family, they are bread earners for their family
Simplicity	These generation people are simple in attire
Team players	They work in the teams and co-ordinate work each other
Traditional family values	They follow and provide deep family values to their children and to the next generation
Work ethic, Timeliness	They work in the work place with out any expectation on monetary terms even they work for Over time .

Historical Events of Silent Generation **The Editors of Encyclopaedia Britannica(2023), Emily Rodriguez(2023)**

The Great Depression (1929-1933) when the stock market crashed in the 1929, on a day known as Black Thursday for US the great depression entered into the America and caused the worst economic decline in the history. Millions of wealthy Investors are suddenly destitute spending on the Industrial production which was turn to the cost of 15 millions Americans lost their job.

Approximately half of the banks had closed and salaries of people who still had jobs sharply decreased, these generations are faced the meaning of fear, need, thrift and survival.

In the mean time of world war-II the US was still at war with the Japan, President Harry S. Truman authorized the dropping atomic bombs on Hiroshima and Nagasaki in Japan, forcing the Japan to surrender to the US states on September 2 1945, During the war the silent generation again faced the loss of loved ones, fear of food shortages, industrial production losses, and necessity of more women entering the work force to replace men who had gone fight during the war. *The Long Peace: Inquiries into the History of the Cold War (1988)*.

A mid cold war the first military action was Korean war which was began on June 25, 1950. The US entered korea in support of south korea while fearing another world war and further spread of communism, also called "Forgotten war" the Korean war ended in July 1953, 5 million civilians and soliders are died. **Gloria Lotha (2016), Banks and Politics in America, from the Revolution to the Civil War (1957)**.

Civil Rights Movement advocating social equality calling for change Martin Luther kin born in 1929, most well known leaders during that time .

Baby Boomers

Following to the world war- II, the US experienced greatly elevated birth rate adding the average on 4.24 Million new babies to population Every year 1946-1964. This generation faced the issues of post war economy which economy left confident, they would be able to support large number of children. Boomers are also influenced the economy as the core marketing of demographic product to the age group to sell the toys. Today most boomers are near to the retirement prompting the concern for the aging population **Nason, Leslie J. (1963),**.

Like many industrialized western nations in early 20th century the US experiencing the gradual decline in the birth rate. Consequently, in the midst of great depression the Americans fell into its lowest birth point of just 18.4 live birth for 1000 population. After world war- II the soldiers returning home from the war with weary of adventure wished to settled down into the family life with their sweet hearts. The America provide the benefits of decent pay, access to good jobs, affordable housing, have made the soldiers raising the family possible **Broder, John M. (2007) Geiger, Abigail (2015) *The Whys and Hows of Generations Research*". Pew Research Center - U.S. Politics & Policy.**

The spike in the marriage even large after the war returning soliders tied the knot 2.2 million couples married in 1946, a new record that would stand until 1970. During the world war- II historically low birth rates, they were only 2,00,000 babies by the end of 1946, the figure was increased by nearly 3,50,000 babies **Hobsbawn, Eric (1996) Menand, Louis (January 30, 2023) Geiger, Abigail (2015).**

By 1947, the number of live birth per thousand population jumped to 26.6%. The elevated American Fertility rate continued for another 18 years on Average of 4.24 million babies born per year between 1946-64. **Bennett F., Brannen J., Hantrais L. (2019), Harrington Meyer M. (2014).**

Key characteristics of baby boomers

1. Baby Boomers play a crucial role in making 28% of the population.
2. They also play a significant role for overhalf of consumer spending their income to the families
3. Baby boomers are responsible for controlling around 80% of the personal financial assets
4. As a report 1 in 3 Americans over 65 relies on social security benefits alone and 3 out of 4 claim benefits when they reach the age of 62 out of the financial necessity
5. Around 40% of the boomers believes to work until ***I drop Philosophy* Hoolachan J., McKee K. (2019), Howker E., Malik S. (2010)**

Generation X

Generation X are described as the Grunge Generation, MTV Generation, Option Generation, Baby Buster Generation, Latch key generation, Sandwich Generation,.

The term Generation X first appeared in 1991 novel *Generation accelerated by Culture*, They were the first generation to use computer in their homes and schools, Brought up in the era of technological social change, tech savvy, and open to change. **Cain, L. D. 2003. Bengtson, V. L., and Putney, N. M. 2006**

A Snap shot of Generation X traits (**BBC Magazine. 2014. "The Original Generation X"**)

1. Big spenders possess purchasing power when it comes to higher end purchases.
2. More diverse from previous generation growing female work force
3. Tech savvy bridge from analogue to digital, youtube, Wikipedia, Google.
4. Highly invested their energy in their jobs.

Generation X shaped by Events

Watched the rise of the word alternative applied to everything from people, music, clothes, antidrug campaign, fast food chains cable TV satellite.

Creation of Innovation startup, floating dollar, financial deregulation, globalization, contributed to relative economic prosperity high living standards.\

Experienced being laid off, restructured, outsourced, reorganized, relocated possibly more than other generation . **Deverson, J., and Hamblett, C. 1965, Elder Jr., G. H. 1974, Gilleard, C., and Higgs, P. 2005.**

Generation X characteristics at the work place Settersten Jr., R. A., and Trauten, M. E. 2009, Deverson, J., and Hamblett, C. 1965, kitzer, G. 1993.

1. These people are self sufficient, result oriented and hardworking in nature.\
2. Generation X are Entrepreneurial, Educated
3. They follow value diversity, challenges, embrace with technology and social media.
4. They are adaptable readily accept change in in the work place.
5. More willing to change jobs to get ahead previous generation
6. They are ambitious in nature and eager to learn new skills
7. These Generations are strive to accomplish things of their own terms.

Micro Generation G. Allan *et al.* (2015)

Xennials are a micro generation born between 1977 and 1983, This group are called as Oregon Trail Generation. Xennials have been hit hardest by the recession because of combination of student loan debts, job losses other factors. These generations are experienced with analogue childhood to digital childhood.

Facts of this generation

The term for this micro generation was coined in 2014, Good Magazine by Sarah Stankorb. They are also sometimes referred to Oregon Trail Generation due to fact that computer game Oregon Trail was popular when they are growing up.

Xennials were the first people to grow up with computer have access to internet surfing with the web. They were able to experience the rise of internet at this age. They grew up with the social media but they are still adopt by various channels. This group with the first generation use cell phone at the early 20's but they does not mean they don't know them. These generation are in employment phases.

Xennials are fluent in modern digital culture

Xennials are lack of dogged optimism

These generation people are nearly 24,715,275 million people

By 2025 millennials comprise of 75% of global work force

They are experienced with 9/11 tower in US.

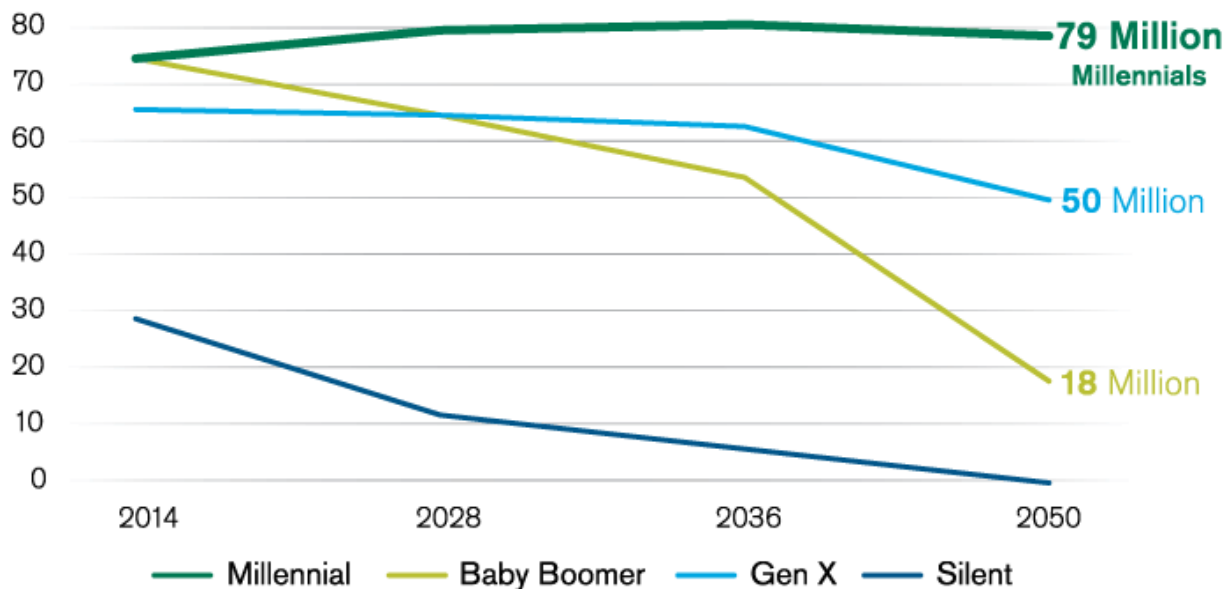
They are also experienced with Text Message, Emails, MMS Messages, Video games.

Generation X Vs, Millennials Twenge, J. M., Campbell S.M., Hoffman B.J., & Lance C.E. (2010), Real, K., Mitnick, A., & Maloney, W. (2010) Rawlins, C., Indvik, J., & Johnson, P. R. (2008)

Characteristics of Generation X Vs. Millennials	
Generation X	Millennials
Coined by 1950 hungarian Photographer who used its name men and women sprouted after world war- II	Coned by 1987 william straus
1960-1979	1980-2000
Prefer TV and listening Radio	Internet, TV radio, Social Gatherings
Cold wars	Great Recession, Terror Activities
Personal computers	Social Media Usage

Source: Shaw, H. (2013) Smola KW, Sutton CD. Generational differences(2002), Rudolph, C. W., & Zacher, H. (2015)

Population Projections by U.S. Generation



Source: Pew Research Center. Tabulation of U.S. Census Bureau population projections released December 2014. Millennial (Born 1981 to 1997, ages 18 to 34); baby boomer (1946 to 1964, 51 to 69); Generation X (1965 to 1980, 35 to 50); and Silent (1928 to 1945, 70 to 87).

Generation Z

Generation Z comprises of people born between 1996 and 2010. This generation identify shaped by digital age, climate anxiety, shifting financial landscape, COVID-19.

Generation Z is currently second youngest generation. These people have faced the shadow of climate doom, pandemic lockdown fears of economic collapse.

These are also called as digital natives, the first generation to grow up with internet as the part of their life. Gen zers are extremely online, gen zers are known for working, shopping, dating making with friends online. Gen zers are spend their time 6 or more hours per day on their phones. Nealyrh 60% of apps made by Gen zers and one billion users. Gen zers surveyed by Mckinsey report least positive outlook and higher prevalence of mental illness of any generation.

Genz ers are known as inclusive consumer socially progressive dreamers. \

Genzers are generally more pragmatic both complicated idealism and worries for future. They dream for the personal career and fulfilment.

Gen zers are have less positive life outlook with lower levels of Emotional social wellbeing than older generation.

They are more interested in belonging to inclusive supportive community. They are more individualistic with strong sense of personal expression. Genzers are politically and socially active.

Genz is also living at a time marked rapidly rising inflation and Financial woes rising student loan debts are also high in this Generation.

Generation Z Fashion Trends

Gen Z staple shop Chinese fast fashion giant shein adds 6,000 new products to its website per day.

This generation extends their services to car share luxury clothing rentals.

These generation care about ease for use for mobile pay, app-based services, simple online transactions are important for this generation.

Infographics

Gen zers are highly formative period during momentous time. This generation delaying in marriage and parenthood.

Gen zers have with their parents are 59 % of 18-24 years old men 56% of 18-24 year old women live at home.

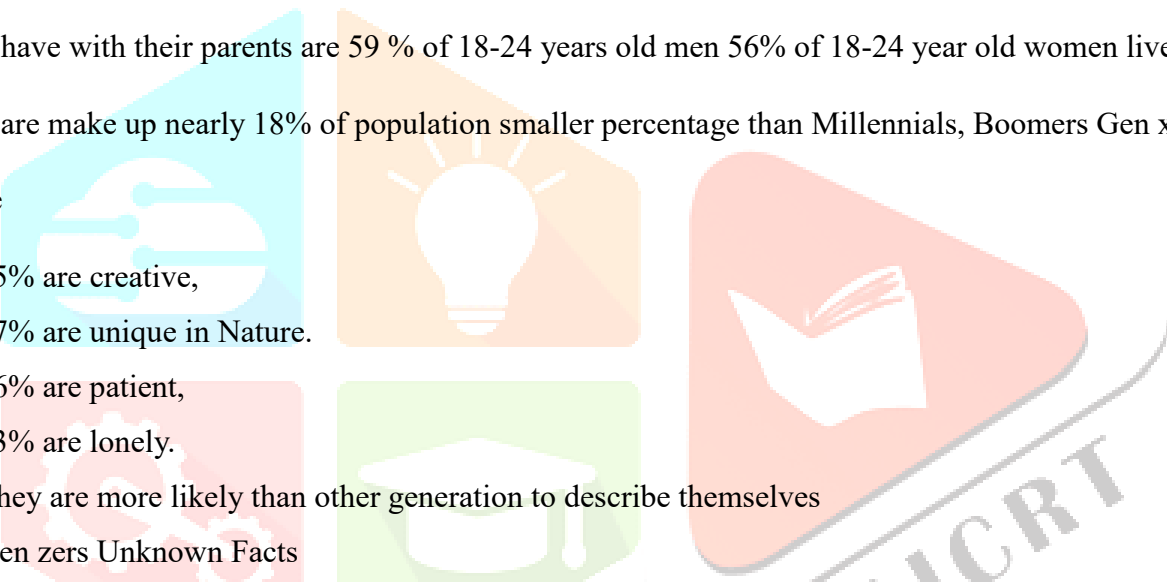
Gen zers are make up nearly 18% of population smaller percentage than Millennials, Boomers Gen zers

Gen z are

- ✓ 45% are creative,
- ✓ 37% are unique in Nature.
- ✓ 26% are patient,
- ✓ 23% are lonely.

They are more likely than other generation to describe themselves

Gen zers Unknown Facts



62% users are	Visit youtube multiple times a day
42%	Gen zers are use snap chat
37%	Use Tik Tok
33%	Are on Instagram
29%	Use face book
19%	Use Pin interest
16%	On Twitter

Amelia Henderson, 2023

Generation Z will become the most pivotal generation to the future of retail, and they many will have huge spending power by 2026. To capture a piece of this growing cohort, retailers and brands need to start establishing relationships with Gen Zers now.

But Gen Zers are different from the older generations, because they are the first consumers to have grown up wholly in the digital era. They’re tech-savvy and mobile-first—and they have high standards for how they spend their time online.

After ignoring the digital revolution and millennial buyers for too long, retailers and brands have spent the last decade trying to catch up to millennials' interests and habits—so it's critical for them to get ahead of Gen Z's tendency to be online at all times, and make sure to meet this generation's digital expectations.

Gen Alpha, which includes children born after 2010, is already set to be the most transformative generation yet. Alphas haven't just grown up with technology—they've been completely immersed in it since birth. Early in their formative years, these children are comfortable speaking to voice assistants and swiping on smartphones. They don't consider technologies to be tools used to help achieve tasks, but rather as deeply integrated parts of everyday life.



Source : E Marketer 2021

Conclusion

The conclusion of this paper has to present various important facts of Silent generation, Baby Boomers, Gen X, Gen Y, Gen Z and Alpha. These generations are changing and adopting new technology and also not by age they are adopting and used the social media like youtube and Instagram for their business and creativity in their work. Now these generation in all all age groups are actively involved in the social media and apps are used for their daily needs. But the social media and website on the internet technology are increase during the Pandemic situation occurred all over the world. All these generation are mingled with new technology and adopted according to their basic needs and daily activities in their life. According to a recent Zelle survey, now 82% of seniors age 55+ are banking online more frequently — with 61% and 55% turning to social media and mobile banking more frequently too. That lines up closely with the start of the Baby Boomer demographic (currently ages 57 to 75). And while only time will tell how lasting this shift to digital tools and services will be, the more positive your digital experience, the more likely you are to extend your digital reach with this generation. Today, older generations are behaving more like younger generations. And if you want to succeed in tomorrow's market, you already need to meet these younger generations where they are.

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