

Profile of Four Generations

Generation	Greatest Generation 1922-1943	Baby Boomers 1944-1960	Generation X 1960-1980	Millennials 1981-2000
Also known as...	Traditionalist GIs WWI Generation Silent Generation Seniors	Boomers	X'ers Twenty-somethings Thirteeners Baby Busters Post-Boomers	Nexters Generation U Nintendo Generation Generation Net Internet Generation
Events and Trends That had a Major Impact on the Generation	Patriotism Families The Great Depression World War II New Deal Korean War Golden Age of Radio Silver Screen Rise of Labor Unions	Prosperity Television Suburbia Assassinations Vietnam Civil Rights Movement Cold War Women's Liberation Space Race Woodstock	Watergate Aftermath Latchkey Kids Single-Parent Homes MTV AIDS Computers Challenger Disaster Fall of Berlin Wall Persian Gulf	Internet Schoolyard Violence Oklahoma City <i>It Takes a Village</i> Reality TV shows Multiculturalism Girl Power McGwire and Sosa September 11 th
Representative Members of the Generation	George Bush, Sr. Jimmy Carter Geraldine Ferraro Phil Donahue Sidney Poitier Lee Iacocca Gloria Steinem Thurgood Marshall	Bill Clinton David Letterman Oprah Winfrey Jane Pauley Bill Gates Rush Limbaugh Mick Jagger Ann Curry	George Stephanopoulos Chris Rock Kurt Cobain Jewel Jennifer Aniston Michael Jordan Salma Hayek Bode Miller	Kerri Strug Macauley Culkin Elian Gonzalez Chelsea Clinton Carmelo Anthony Britney Spears Serena Williams Apolo Anton Ohno
Heroes for Those in this Generation	Superman Franklin D. Roosevelt MacArthur, Patton, and Eisenhower Winston Churchill Jackie Robinson Babe Ruth	Ghandi Martin Luther King John F. Kennedy Jacqueline Kennedy John Glenn Muhammad Ali	None	Michael Jordan Princess Diana Mother Teresa Mia Hamm Tiger Woods Christopher Reeves Their Parents
Technology Introduced or Widely Used by This Generation	Motion Pictures Records Atomic Bomb Jukebox Party Line Telephones Jet Airplanes	Television Transistor Radios Oral Contraceptives Computer Punch Cards Albums 45s Eight Track Tapes Cassette Tapes Photocopy Machines Polaroid Cameras	Compact Discs Handheld Calculators Floppy Disk VCR Pong and Atari Walkman Mobile Phones Answering Machines Internet Microwaves	iPods Zip Disk Flash Drives DVD HDTV DVR/TiVO Wireless Internet Cell Phones Xbox Digital Cameras
Cultural Memorabilia of This Generation	Kewpie Dolls Mickey Mouse Flash Gordon Tarzan Jukeboxes Blondie The Lone Ranger	The Ed Sullivan Show Fallout Shelters Slinkies TV Dinners Hula Hoops The Mod Squad The Peace Sign	The Brady Bunch Pet Rocks Platform Shoes The Simpsons Dynasty ET Cabbage Patch Dolls	Barney Beanie Babies Pogs American Girl Dolls Oprah & Rosie The X Games Spice Girls
Core Values	Dedication/sacrifice Hard work Conformity Law and order Respect for authority Patience Duty before pleasure Honor	Optimism Team orientation Personal gratification Health and wellness Personal growth Youth Work Involvement	Diversity Thinking globally Balance Technoliteracy Fun Informality Self-Reliance Pragmatism	Optimism Civic duty Confidence Achievement Sociability Morality Street smarts Diversity

Adapted from: Zemke, R. Raines, C., & Filipczak, B. (2000). *Generations at work: Managing the clash of Veterans, Boomers, Xers, and Nexters in your workplace*. New York: Amacon.