



Contrasts of generations

Source: Forrester Research

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millenials

- Used to receiving information quickly and from multiple sources in real time and processing immediately
- Like to parallel process and multi-task (all on the same time:)
 - listen to music
 - talk on the phone
 - answer email
- Prefer to look at graphics and then maybe read the text
- Like to work in peer groups
- Are more learner-centered with teacher as a guide
- Have little tolerance for delays
- Expect Web pages to load immediately
- Generally respond quickly to email
- Prefer to "construct" their own knowledge from experiences
- Prefer to interact with peers
- Tend to be more visual and kinesthetic learners
- With the uncertainty that characterizes their change-driven world, the are:
 - flexible
 - adaptable
 - comfortable

older generations

- Used to receiving information linearly, thinking about it and digesting it
- Like to proceed step-by-step and do tasks in order
- Read text first and then review graphics
- Like individual work
- Are more teacher-centered with teacher as the "sage"
- Are happy when the technology works
- Show more patience but also experience frustration
- Tend to do less experimenting with technology but use it for the purpose it was intended and in the manner instructed
- Prefer to receive instruction in a logical sequence and understand what they are going to learn and its purpose
- Like the role of listener or viewer
- Tend to be more text-based learners who are careful observers
- Resist change
- Are uncomfortable with doing things differently
- Generally find coping strategies to live in this change-driven world