



# Gen Y: A perspective

*AFCEA Solutions Series: Information Sharing Social Networking  
Panel*

12 March 2008

Booz | Allen | Hamilton

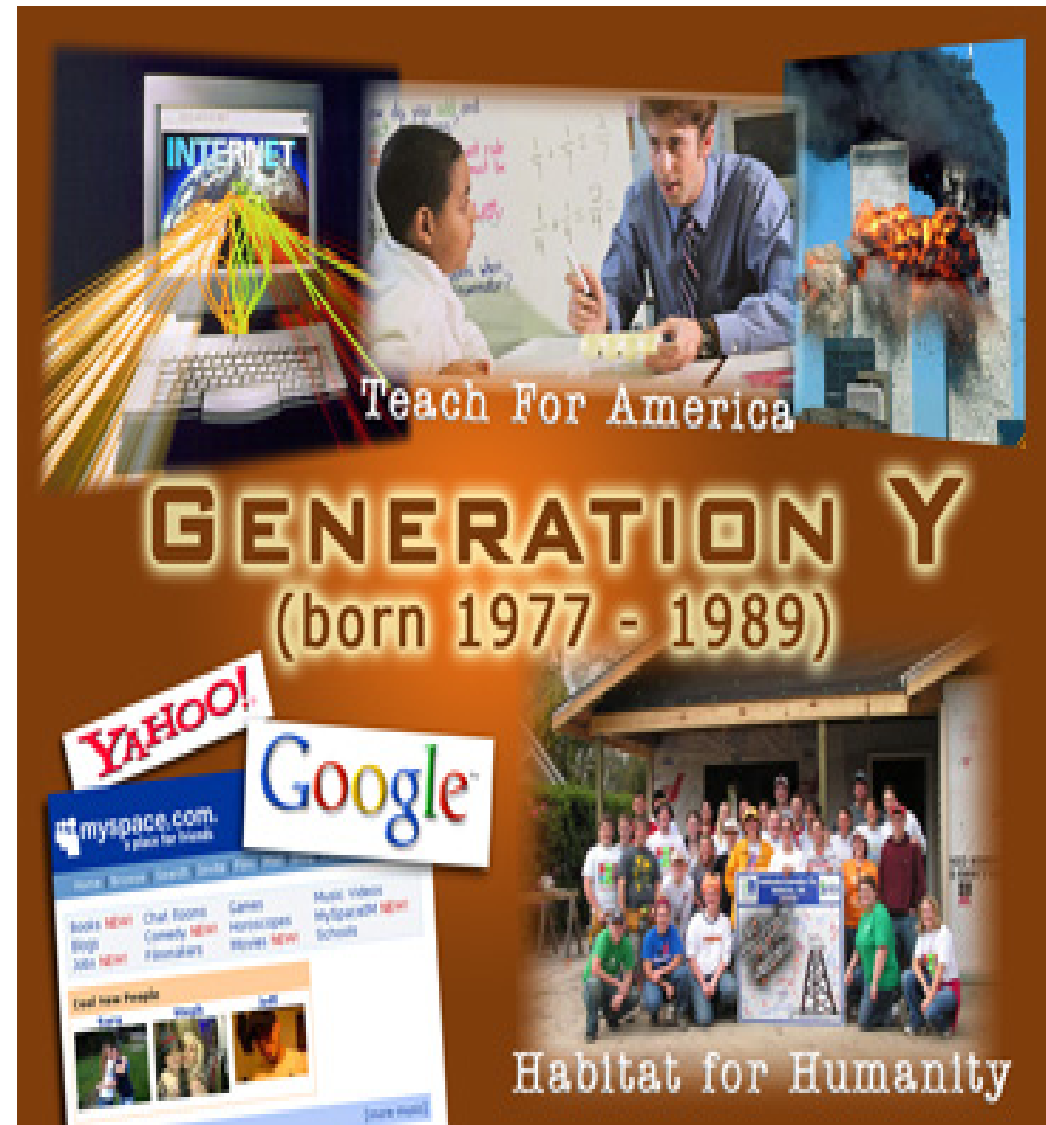
# Social Networking and Gen Y

Social Networking

Gen Y

# Gen Y

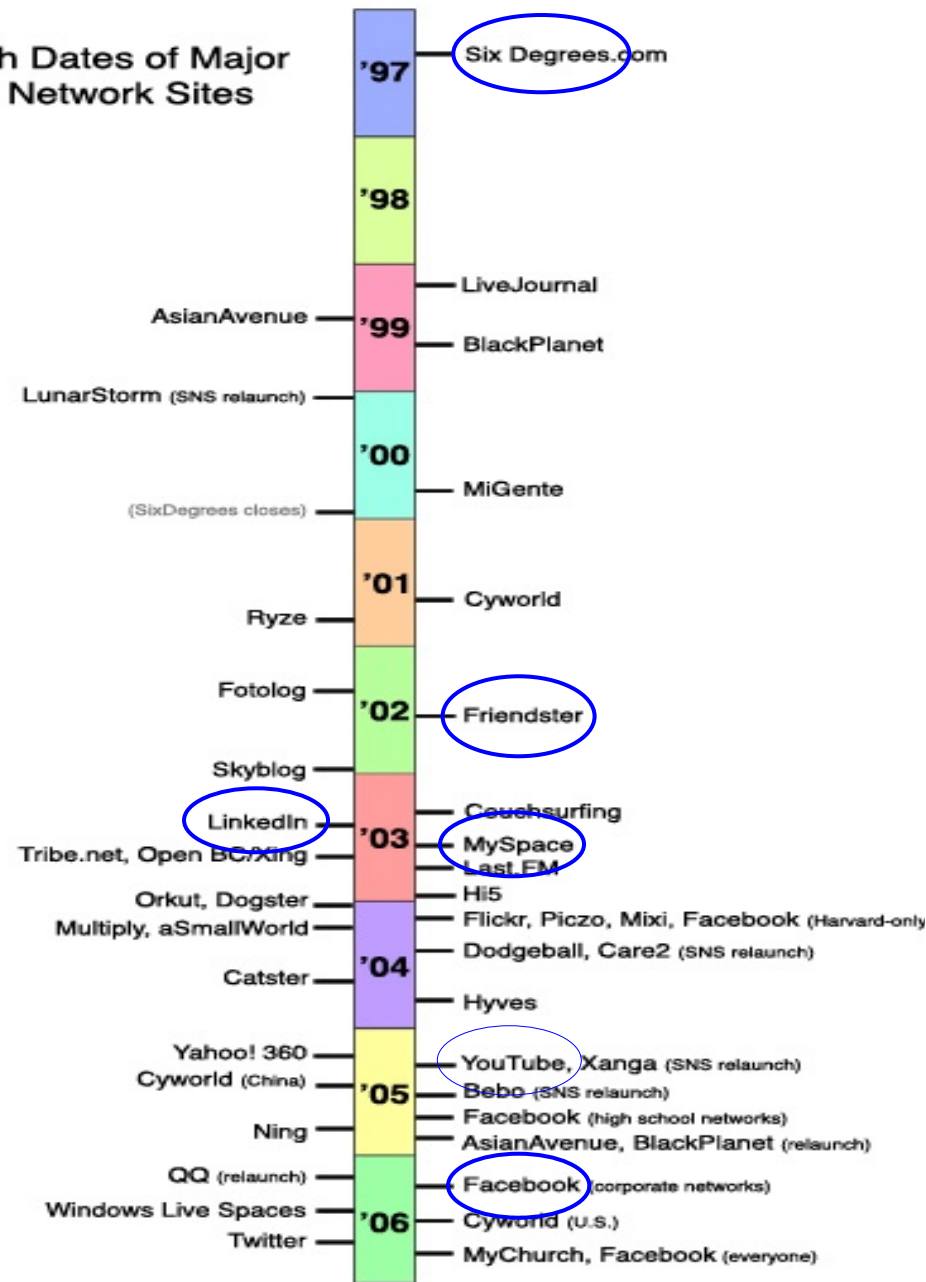
- ▶ Primarily children of the Baby Boomers (1946-1964), Generation Y are also known as Echo Boomers, Millennials, iGen, Einstein Generation, Google Generation and Second Baby Boom.
- ▶ Gen Y grew up with many world-changing events including the rise of mass communication, the Internet, and the 9/11 terrorist attacks.
- ▶ Gen Y represents more than 70 million consumers in the United States and makes up 21 percent of the population.
- ▶ We earn a total annual income of about \$211 billion and spend approximately \$172 billion per year.
- ▶ Gen Y is ethnically diverse with 34 percent minorities.



# Gen Y: Social Networks

- ▶ Social networks are primarily web based, interactive and have functions including chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, etc....
- ▶ Social networking services allow users to create a profile for themselves, view other profiles, and discover mutual friends (i.e. six degrees of separation). This level of interconnectivity creates an increased feeling of community among people.
  - ▶ An Internal Social Network (ISN) is a closed/private community that consists of a group of people within a company, association, society, education provider, organization or "invite only" group.
  - ▶ An External Social Network (ESN) is open/public and available to all web users to communicate and are designed to attract advertisers.
- ▶ Within Gen Y, work, education, and social technologies are intertwined throughout all facets of daily life.

Launch Dates of Major Social Network Sites



# Gen Y: Technology

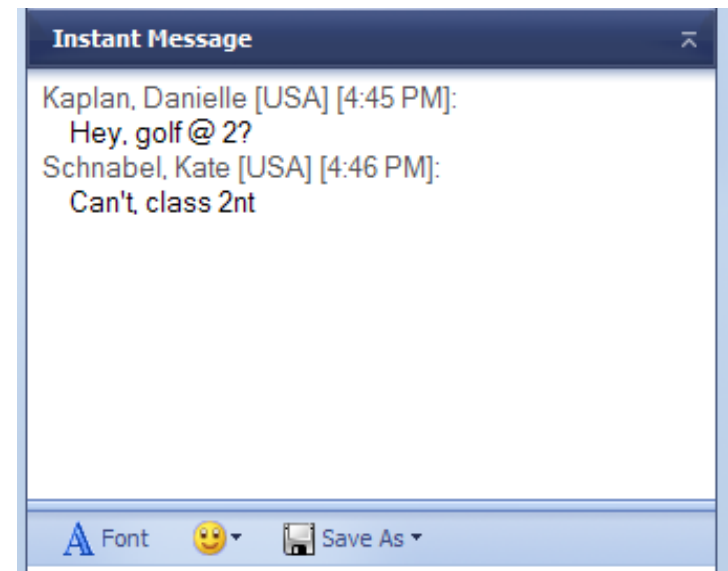
- ▶ Gen Y has been a consistent early adopter of new technologies.
- ▶ Members of Gen Y are three times as likely as Gen X-ers to use social networking, twice as likely to visit blogs and 50 percent more likely to send instant messages.\*
- ▶ For example, universities have embraced technology and social networking tools such as Blackboard and online classes (e.g. real time interactive web video). Students are increasingly making use networking tools to collaborate on projects, discuss ideas, and share opinions.
- ▶ 97% own a computer
- ▶ 94% own a cell phone
- ▶ 76% use Instant Messaging (IM)
- ▶ 75% of college students have a Facebook account
- ▶ 49% download music using peer-to-peer file sharing
- ▶ 34% use websites as their primary source of news



\*Forrester: "The State of Consumers and Technology: Benchmark 2006"

# Gen Y: Work

- ▶ Today, nearly half of companies use a form of IM, 17 percent use social networking tools and 25 percent will look at introducing more Web 2.0 technologies in 2008, according to Forrester Research.
- ▶ Nearly half of employers surveyed said the biggest gap in communication styles between Generation Y workers and workers older is that Gen Y workers communicate more through technology than in person.\*
- ▶ Gen Y'ers are typically “after a sense of purpose, work-life balance, fun, variety, respect, and the opportunity to do ‘real’ work that makes a difference.”\*\*
- ▶ Fifteen percent of employers said they changed or implemented new policies or programs to accommodate Gen Y workers to include:
  - ▶ More flexible work schedules (57 percent)
  - ▶ More recognition programs (33 percent)
  - ▶ More access to state-of-the-art technology (26 percent)
  - ▶ More ongoing education programs (24 percent)
  - ▶ More telecommuting options (18 percent)



\*Connecting to the Net.Generation: What Higher Education Professionals Need to Know About Today's Students, Reynol Junco and Jeanna Mastrodicasa (2007)

\*\*Sheahan, P. Generation Y: Thriving and surviving with generation y at work Prahran, Vic. : Hardie Grant Books, 2005.

