

The Next Generation: Post-Millennials... What is Next?

Generational Theory

Strauss–Howe

Location in history - Beliefs and behaviors - Perceived membership

Turnings – High, Awakening, Unraveling, Crisis

Generations

- Baby Boomer Generation **1946-1964**
- Generation X **1965-1980**
- Millennials **1980-2000**
- iGeneration **2000+**

Recommended Reading

Larry Rosen – Psychology of Technology

2016 The Center for Generational Kinetics

Neil Howe on Turnings and Generational Theory

2016 Survey by The Guild in the UK

Annie E. Casey Foundation - 2016 KIDS COUNT Data Book

Barnes & Noble College | Getting to Know Gen Z

Links to check out

<http://www.campaignlive.com/article/generation-z- 21st-century-social-media-managers/135154106/15>

<http://www.marketingprofs.com/charts/2015/28413/the-work-attitudes-of-generation-z-infographic>

<http://next.bncollege.com/wp-content/uploads/2015/10/Gen-Z-Research-Report-Final.pdf>

<http://ologie.com/gen-z/#>

Douglas Tschopp

Entrepreneurial (EDGE) Center Director

Augustana College

Rock Island, IL

dougtschopp@augustana.edu