# CHARACTERISTICS & ATTITUDES OF MILLENNIAL LEARNERS & WORKERS
## David M. Considine

**Millennials Rising**
The Next Great Generation
Neil Howe and William Strauss
Authors of *Generations* and *13th Gen*
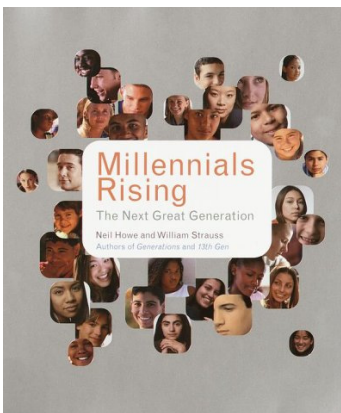
**CORE VALUES of MILLENNIALS**
*Confidence
*Civic duty
*Sociability
*Morality
*Diversity
*Collective Active
*Pleasure Thru Teamwork [Zemke 2001]

**AS LEARNERS THEY WANT…**
*to be recognized as individuals
*to have a voice in class decisions
*to develop a rapport with instructors
*to develop marketable skills
*course work that is relevant to the real world
*information that is current
*group interactions
*to be engaged and entertained

Teaching Strategies that meets the needs of millennial learners include:
*integration of technology
*web-based courses
*face-to-face courses with web support
*group projects
*role playing
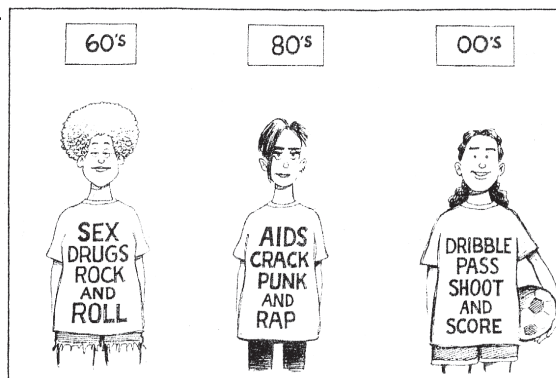*flexible learning environments for multitasking
 [Beard et al 2007]
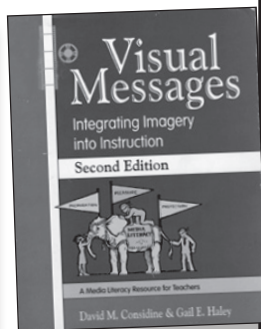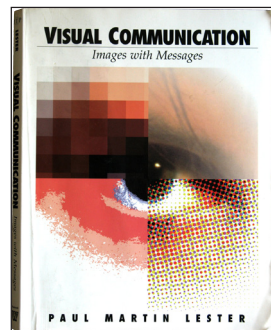
*"The presence of the millennial generation on the college campus & in the classroom challenges universities to do things differently."*[Educating the Millennial Generation, Partridge et al 2006]

*"They value formal education and believe academic achievement is the ticket for acceleration in life...They see college as an opportunity for growth intellectually & spiritually".* [Goldgehn 2004]

*"This generation of students has been technologically enabled and shaped by access to world and cultural events at the touch of a button...it is in the BEST INTEREST of students, faculty and employers that the characteristics of this generation be considered in determining the best way to shape their capabilities to maximize their earning and productivity potential".* [Beard et al 2007]

*"I see students having difficulty following or making extended analytical arguments. In particular they tend to use easily obtained, superficial & unreliable online sources as a way of satisfying minimal requirements for citations rather than seeking more authoritative sources in the library & online. Without much evidence at their disposal, they tend to fall back on their feelings, which are personal and, they think, beyond questioning"* [Thomas Benton, Chronicle of Higher Education, Sep. 2008]
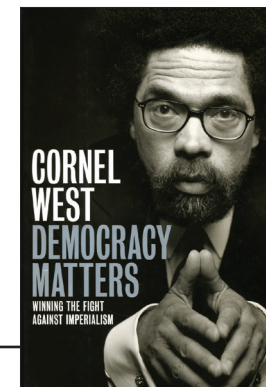
### Duh-MOCK-racy?

2005 study by The Knight Foundation reported that:
*over 1/3rd of high school students regarded their constitutional rights as excessive.
*2/3rds believed it is illegal to burn the American flag.
*Only 50% believe the press should be allowed to publish stories the government has not approved.

2006 Roper National Geographic Poll:
Taken of 17-24 year-olds in the U.S.
*6 in 10 could not locate Iraq on a map.
*47% could not find India on a map.
*75% could not locate Israel.
*1/3rd could not locate Louisiana.
*nearly half could not find Mississippi.
*Less than 1 in 10 said it was important for them to know where places in the news were located.



| 60's | 80's | 00's |
|---|---|---|
| SEX DRUGS ROCK AND ROLL | AIDS CRACK PUNK AND RAP | DRIBBLE PASS SHOOT AND SCORE |

**CORNEL WEST DEMOCRACY MATTERS**
WINNING THE FIGHT AGAINST IMPERIALISM

**VISUAL COMMUNICATION**
Images with Messages
PAUL MARTIN LESTER

**Visual Messages**
Integrating Imagery into Instruction
Second Edition
A Media Literacy Resource for Teachers
David M. Considine & Gail E. Haley

### Generation Google.
This 2008 U.K. report from British Library addressed characteristics of those born after 1993. They concluded that:
"The information literacy of young people HAS NOT improved with widening access to technology".
- The speed of searching means "little time is spent in evaluating information, either for relevance, accuracy or authority".
- Dominated by highly-branded search engines.
- Young people have "unsophisticated mental maps" of what the internet is.

**Teens, Technology & Tastes:
Some Emerging Trends.**
- They are used to being entertained and expect this in their formal education.
- They prefer interactivity and are turning away from being passive consumers of information.
- They prefer visual information over text.
- They are a "cut & paste" generation with plagiarism problems.
- They have limited respect for intellectual property.

[2008 report The British Library]

**"One of the most effective strategies of corporate marketers has been to target the youth market with distractive amusements and saturate them with pleasurable sedatives that steer them away from issues of peace and justice … Hedonistic values and narcissistic identities produce emotionally stunted young people unable to grow up and unwilling to be responsible democratic citizens".**
[Cornell West, 2004]

# Some Key Findings

'They want to achieve their own goals in their own way at their own pace". [Ricigliano 1999 ]

"They are accustomed to sound bites, sensory overload, fast pacing and high impact images". [Ricigliano]

"They can deal with a lot of information but prefer it packaged in short focused segments". [Ricigliano 1999]

"They seem to require constant stimulation to thrive- a fact they are not shy to make known . Boredom is their worst fear". [Diglio and Lynn- Nelson 2004]

"They see themselves as CONSUMERS of education and want CUSTOMIZATION and CHOICE in their educational offerings. [Holliday and Li 2004]

"Rather than being told things they would rather construct their own learning , assembling information tools and frameworks from a variety of sources ". [Oblinger and Oblinger 2005 ]

"Traditional chalk and talk won't work! Establishing a relationship is important for this generation .The more relaxed the environment , the more socially conducive to discussions, the better will be the quality of their learning ". [McCrindle 2003]

"This generation of students grew up in an atmosphere of devotion, privilege, superiority..which has fostered a sense of ENTITLEMENT...they have come to expect the same level of personalized attention from their teachers and employers that was provided by their parents ". [Gardner & Eng 2005]
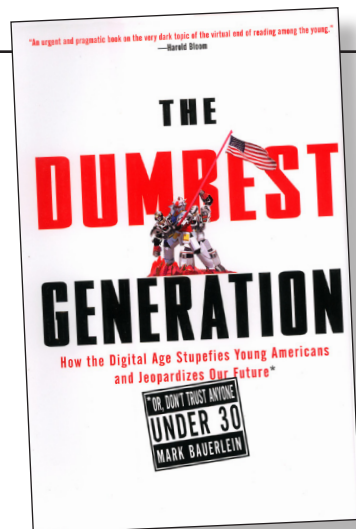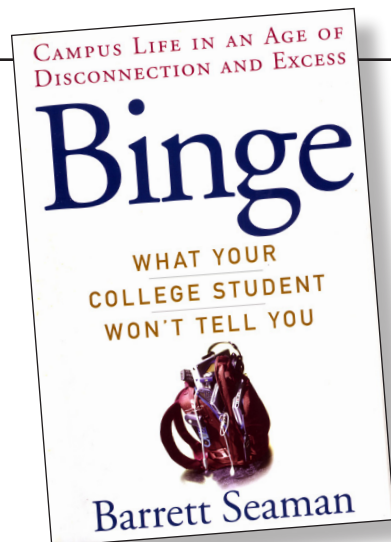
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CAMPUS LIFE IN AN AGE OF DISCONNECTION AND EXCESS

Binge

WHAT YOUR COLLEGE STUDENT WON'T TELL YOU

Barrett Seaman

"An urgent and pragmatic book on the very dark topic of the virtual end of reading among the young."
—Harold Bloom

THE DUMBEST GENERATION

How the Digital Age Stupefies Young Americans and Jeopardizes Our Future*

*OR, DON'T TRUST ANYONE UNDER 30
MARK BAUERLEIN