

Millennials and Their Technology Will Transform America



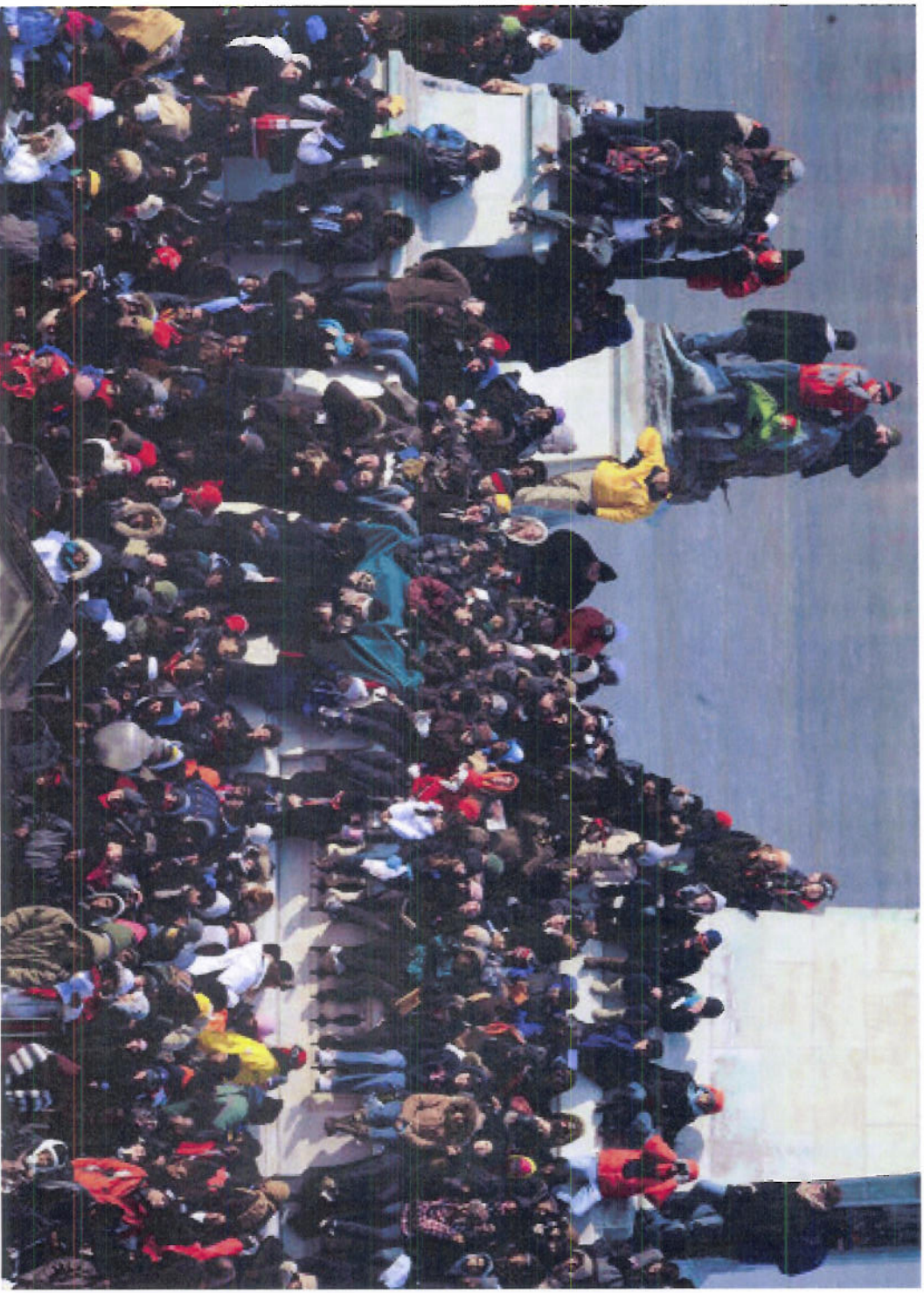
Millennial Makeover

California Leadership Forum

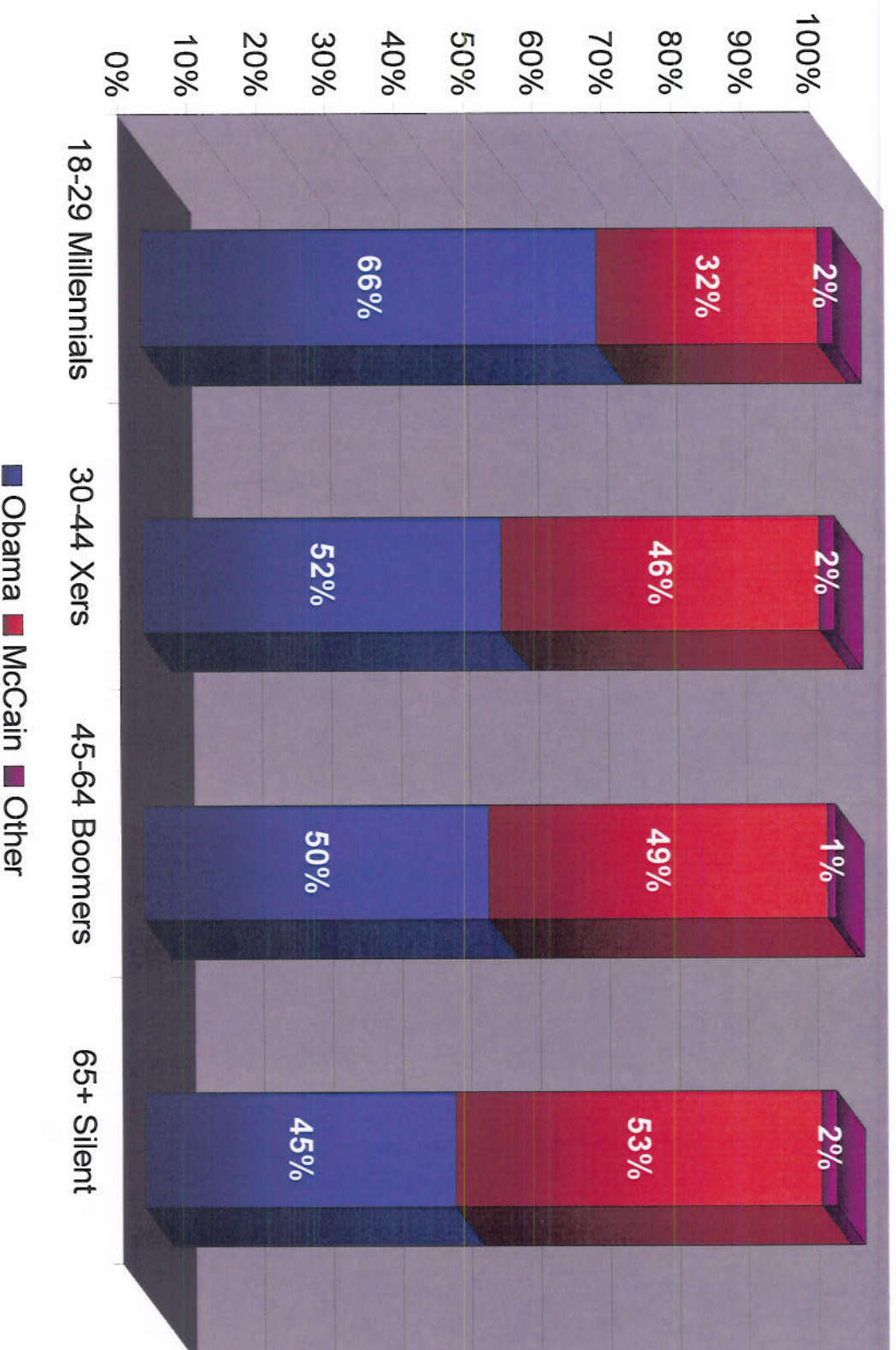
Morley Winograd

Executive Director, USC's CTM
and Co-author with Michael D.
Hais of *Millennial Makeover*

**The Millennial Generation
is about to take over America.**



There was a clear generational difference among 2008 voters



Source: CNN national general election exit poll

- **Adaptive: Silent**
- **Born: 1925-1945**
 - Overprotected and smothered as children
 - Risk averse, conformist, and inclined toward compromise as adults



- **Idealist: Baby Boomers**
- **Born: 1946-1964**
 - Indulged as children
 - Driven by deeply-held values as adults



- **Recessive: Generation X**
- **Born: 1965-1981**
 - Unprotected, criticized children
 - Alienated, risk-taking, entrepreneurial, pragmatic adults.

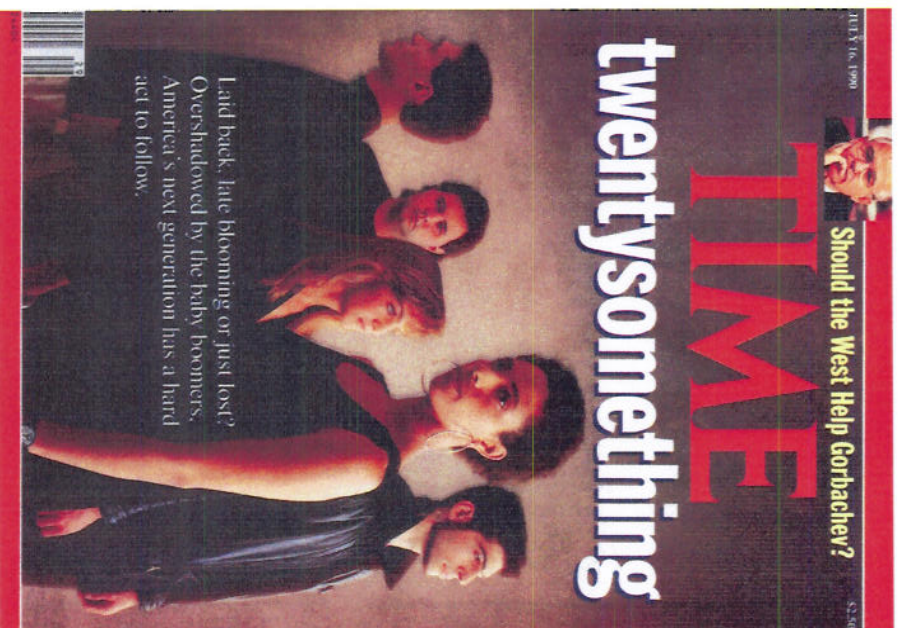


- **Civic: GI Generation and Millennials**
- **Born: 1901-1924 1982-2003**
 - Protected and revered children
 - Group-oriented, problem solving, institution builders as adults

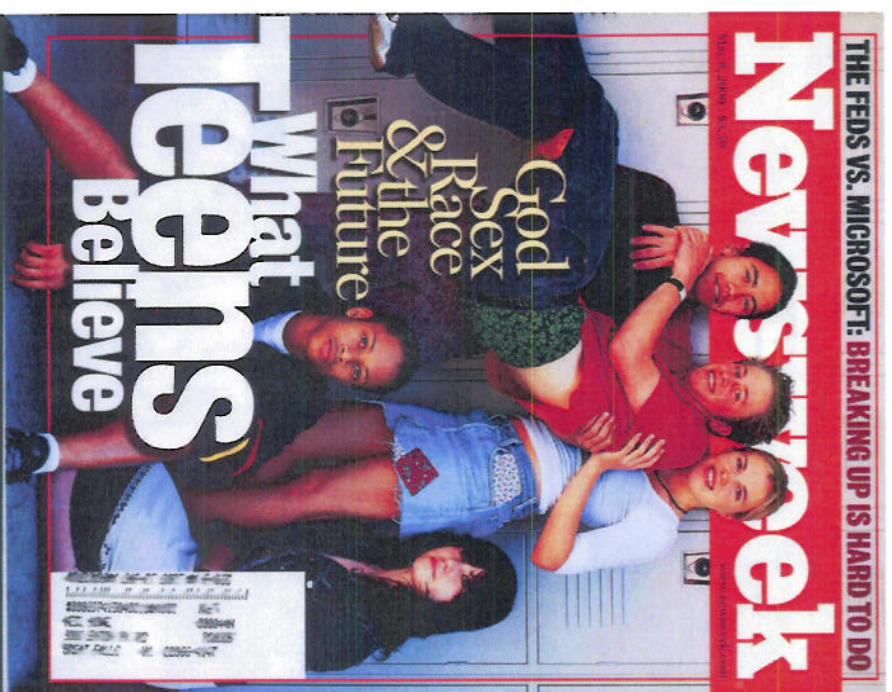


Millennials are NOT Generation X in their attitudes or behavior

July 16, 1990



May 8, 2000



Because of its size and enthusiasm the characteristics and attitudes of the Millennial Generation will change American society dramatically.

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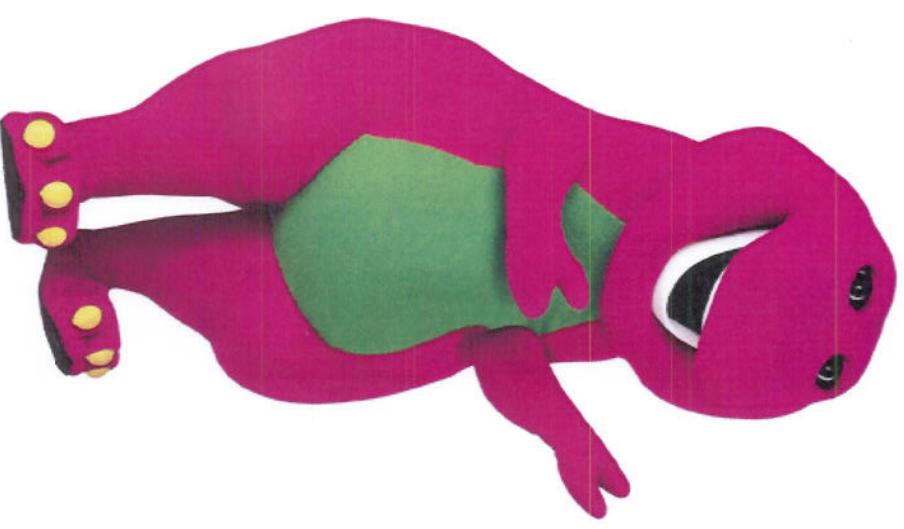
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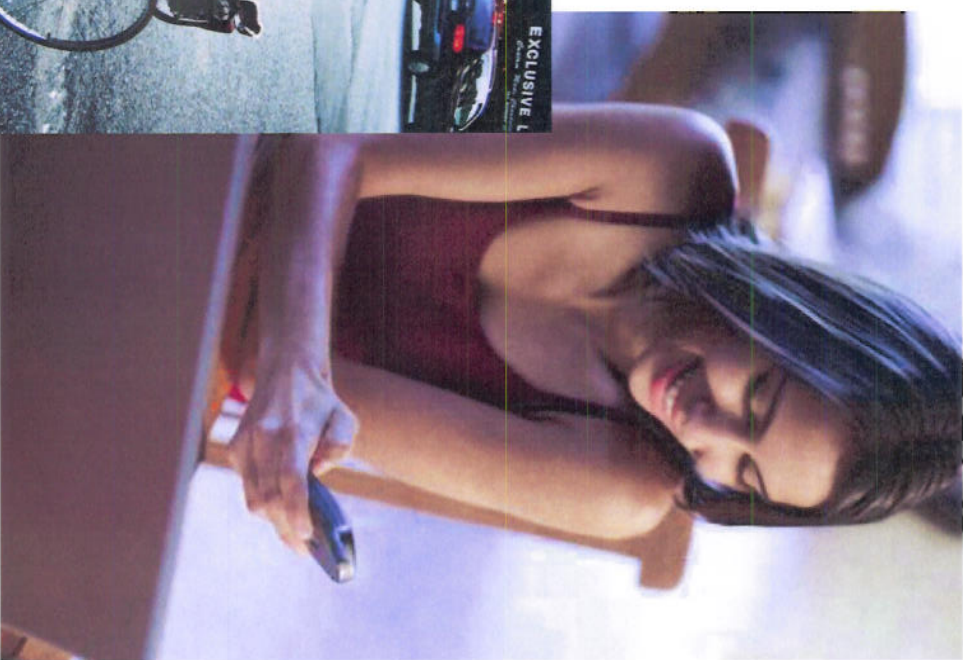
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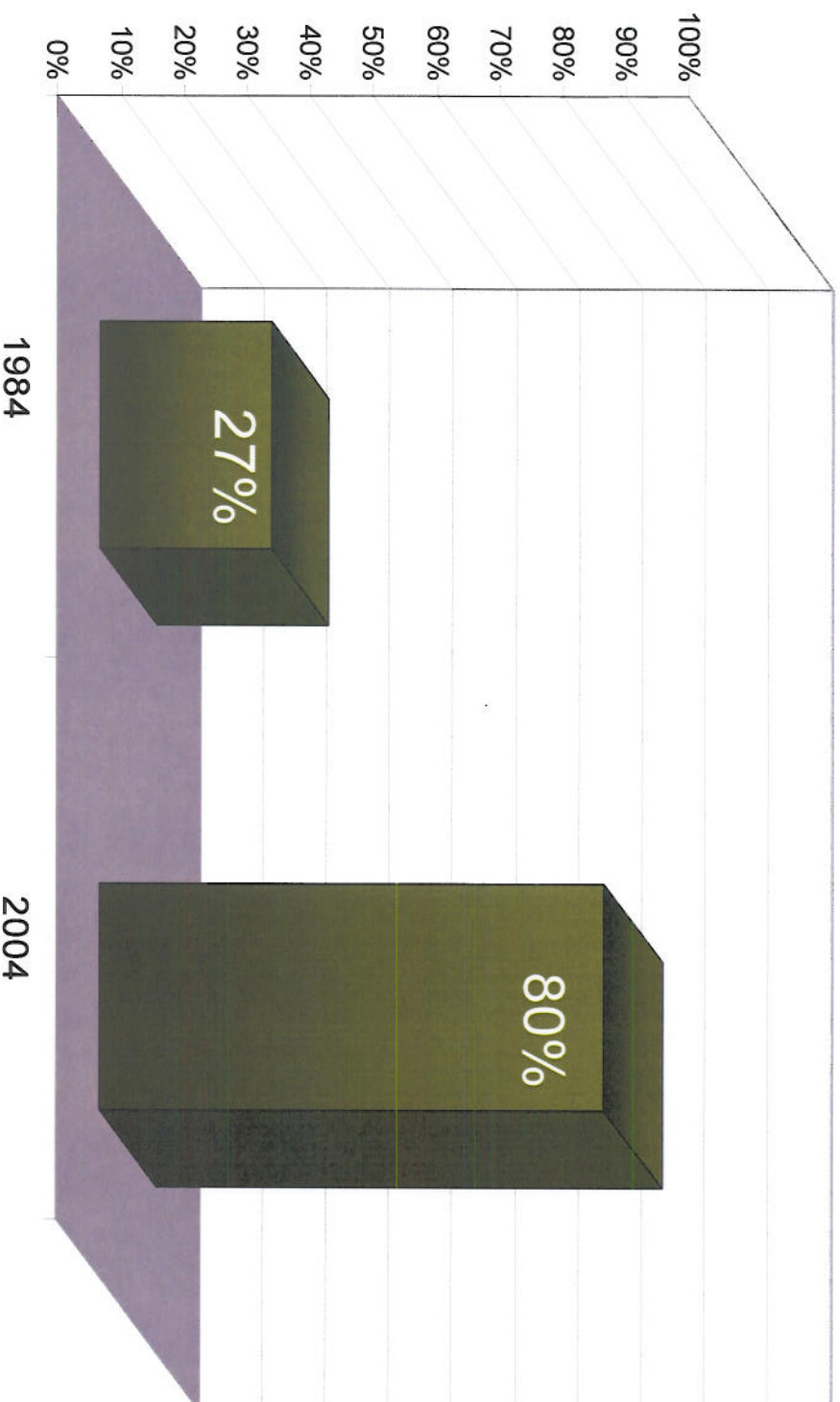
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- **Conventional**—More comfortable with their parent’s values than any other recent generation, they support the idea that social rules help.



Millennials are very group-oriented, interested in participating in community service and finding win-win solutions at home and abroad.



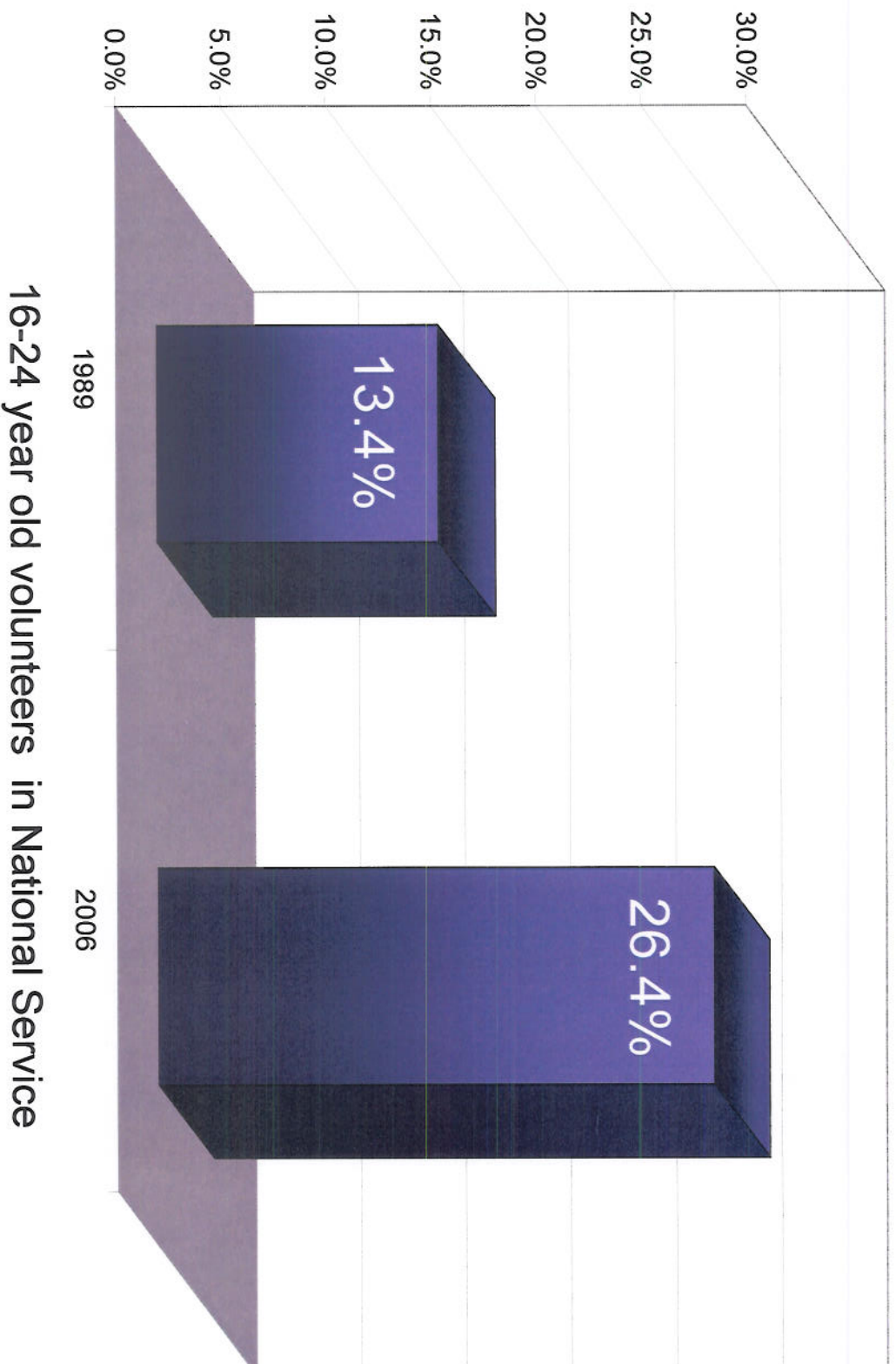
Millennials love to serve their nation and their community.



High school Community Service participation rates

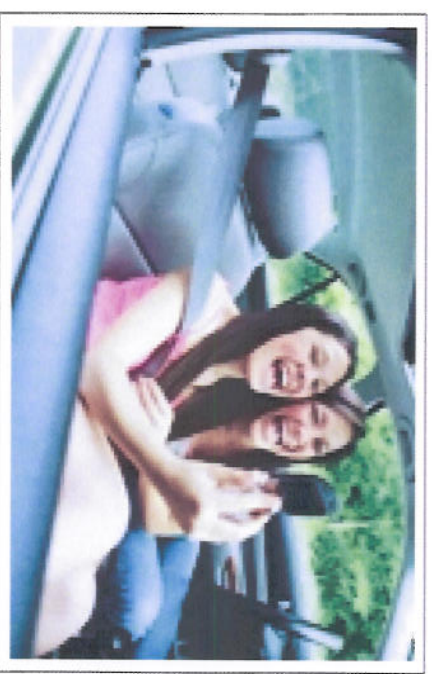
U.S. Department of Education

National volunteer participation rates



Entertainment /s Constant Communication & Sharing Personal Content

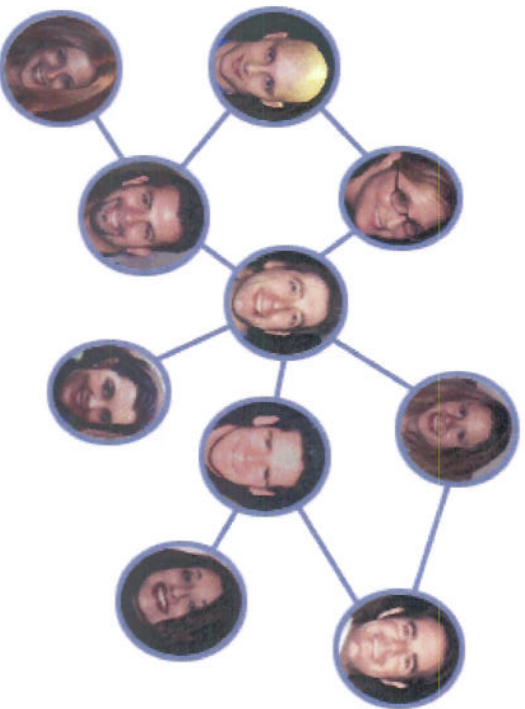
- **Being connected to friends and family is key:** 59% spend 1-2 hours a day talking on the cell phone and 1 in 4 text message for an hour or more each day
- *“Students can’t go for even a few minutes without talking on their cell phone. There’s almost a discomfort with not being stimulated – a kind of ‘I can’t stand the silence’...”*
-**Donald Roberts**, Stanford Professor, quoted in “generation M”, Time, March 27, 2006
- **Sharing is the Millennial Way**
 - Taking, distributing and receiving photographs is very important
 - One third absolutely must have the ability to share photographs through their phone



Millennials Operate In Consensus-Oriented Networks

Everyone has a say...

- 64% of Millennials believe **everyone** in the group is equal and make decisions together
- Leaders tend to manage agreement rather than dictate



...and word of mouth often eclipses
traditional media messages

- When asked how adult Millennials decide which movies to watch, 49% says friend's comments and only 15% say reviews in newspapers or magazines

Isn't it interesting that...

- Nearly half say they are making new friends all the time
- One in five have friends they've never met in person
- One in three say that the Internet is a great way to meet people

Millennial Media Behavior

- **Group Think**

- Social media promotes “the wisdom of the mob”
- Millennials reach consensus by polling their friends
- Homogenized Social Norms

- **Mash-up**

- Favorite media is cut and paste
 - Social networking pages
 - Widgets
- Create homework, art, culture by cutting and pasting
- Cheating just means solving things in a group

- **Multitasking**

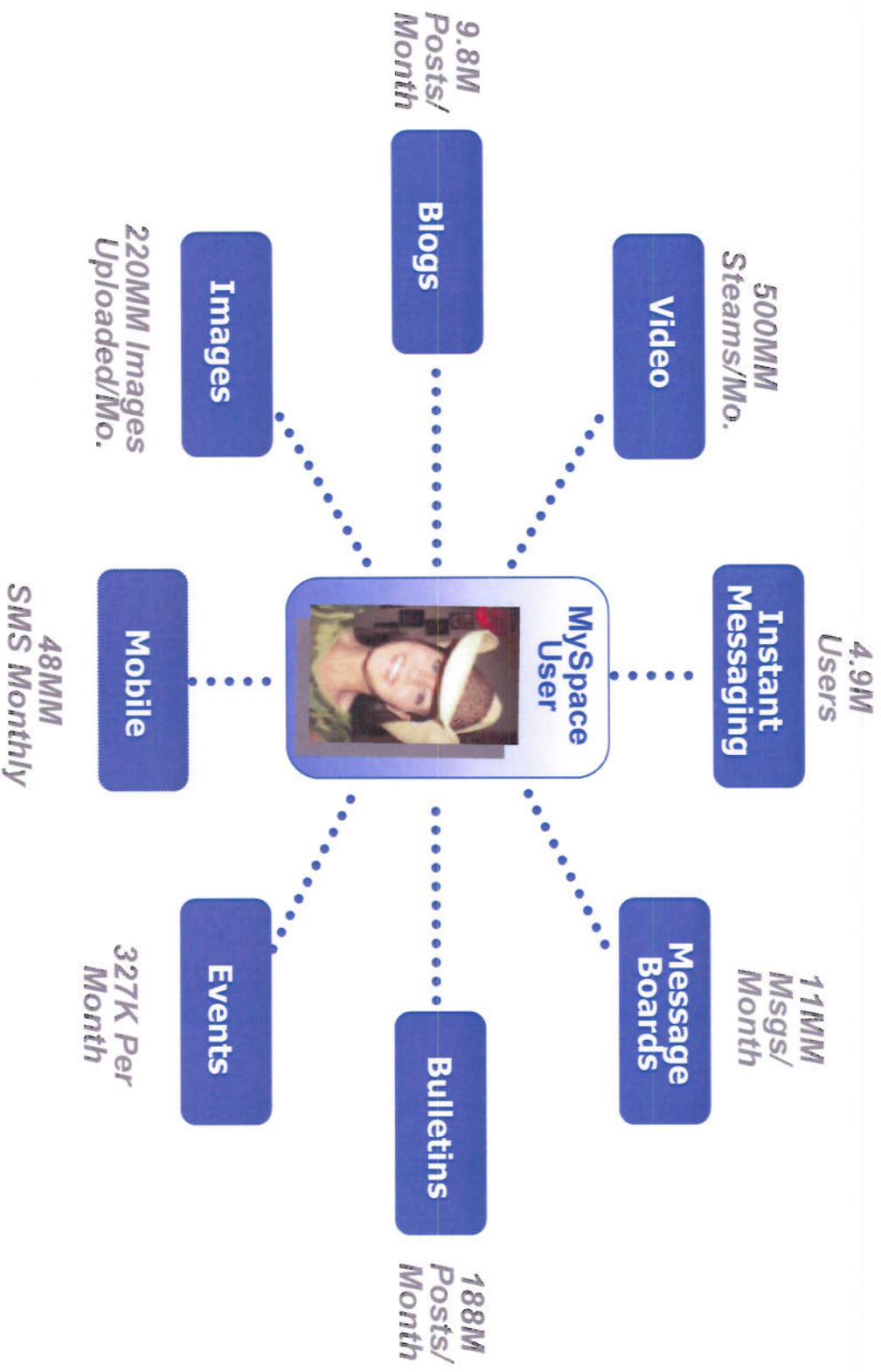
- superior to deep thought
- too busy, pressured to stop and think

The Millennial Generation, like other politically decisive generations before it, depends on and effectively uses an emerging communication platform: Web-based social networking sites like MySpace, Facebook and YouTube.

The screenshot shows the Facebook homepage as it appeared in 2005. At the top left, there is a login section with fields for 'Email' and 'Password', and a 'Log In' button. Below this is a navigation bar with links for 'Home', 'Videos', 'Channels', and 'Community'. The main content area features a 'facebook' logo and the tagline 'Facebook is a social utility that connects you with the people around you.' Below the logo is a search bar and a 'Sign Up' button. The page is divided into several sections: 'Special New Videos' with a 'YouTube' logo, 'Promoted Videos' featuring a video titled 'Vikens baby watched night now...', and 'Featured Videos' with a video titled 'On my Way to Gloryland - Origins...'. At the bottom, there is a 'Login' section with a 'Forgot Username? Forget Password?' link and a 'Calling All Comedians!' banner.

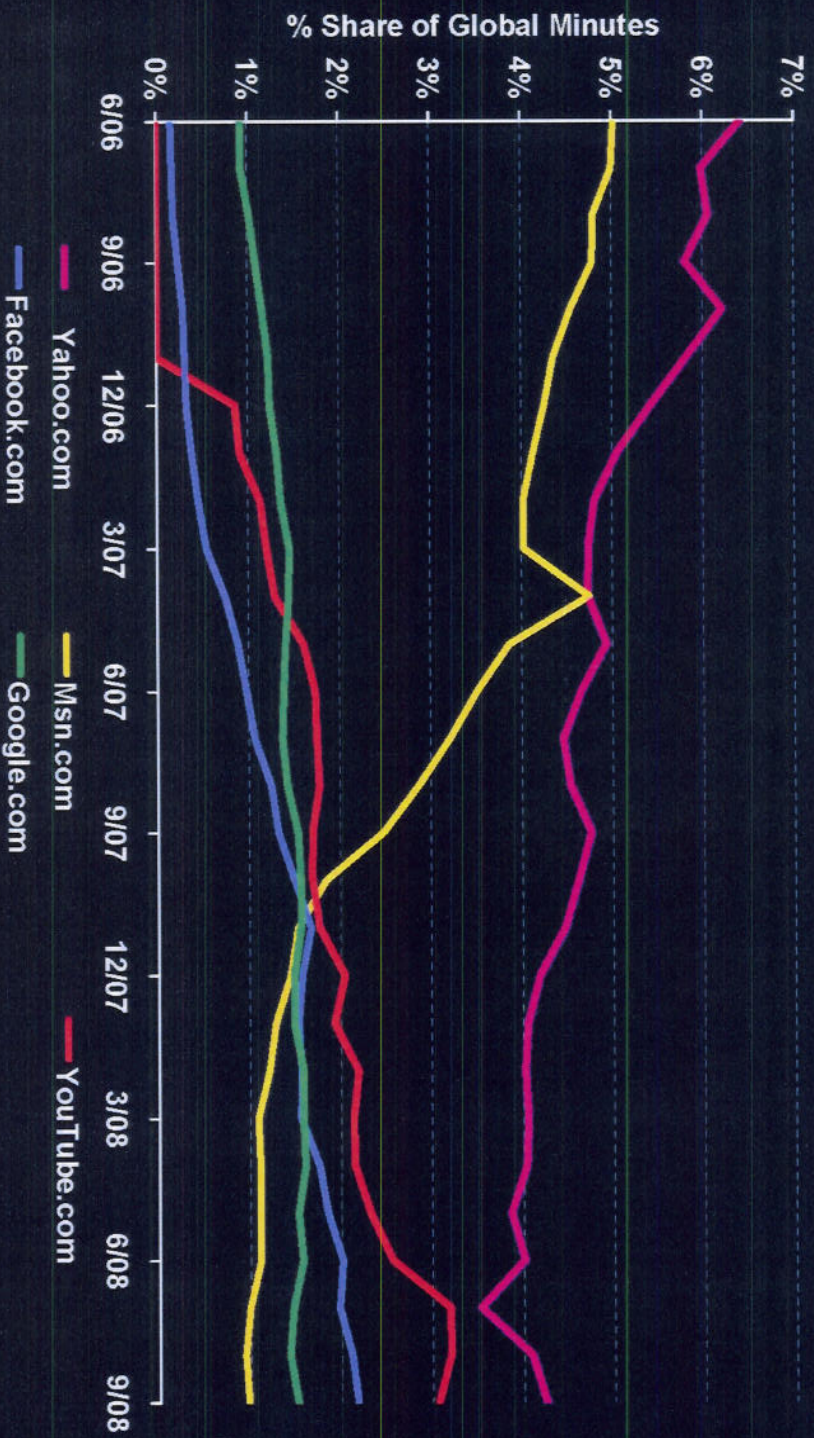


MySpace Users Connect and Create

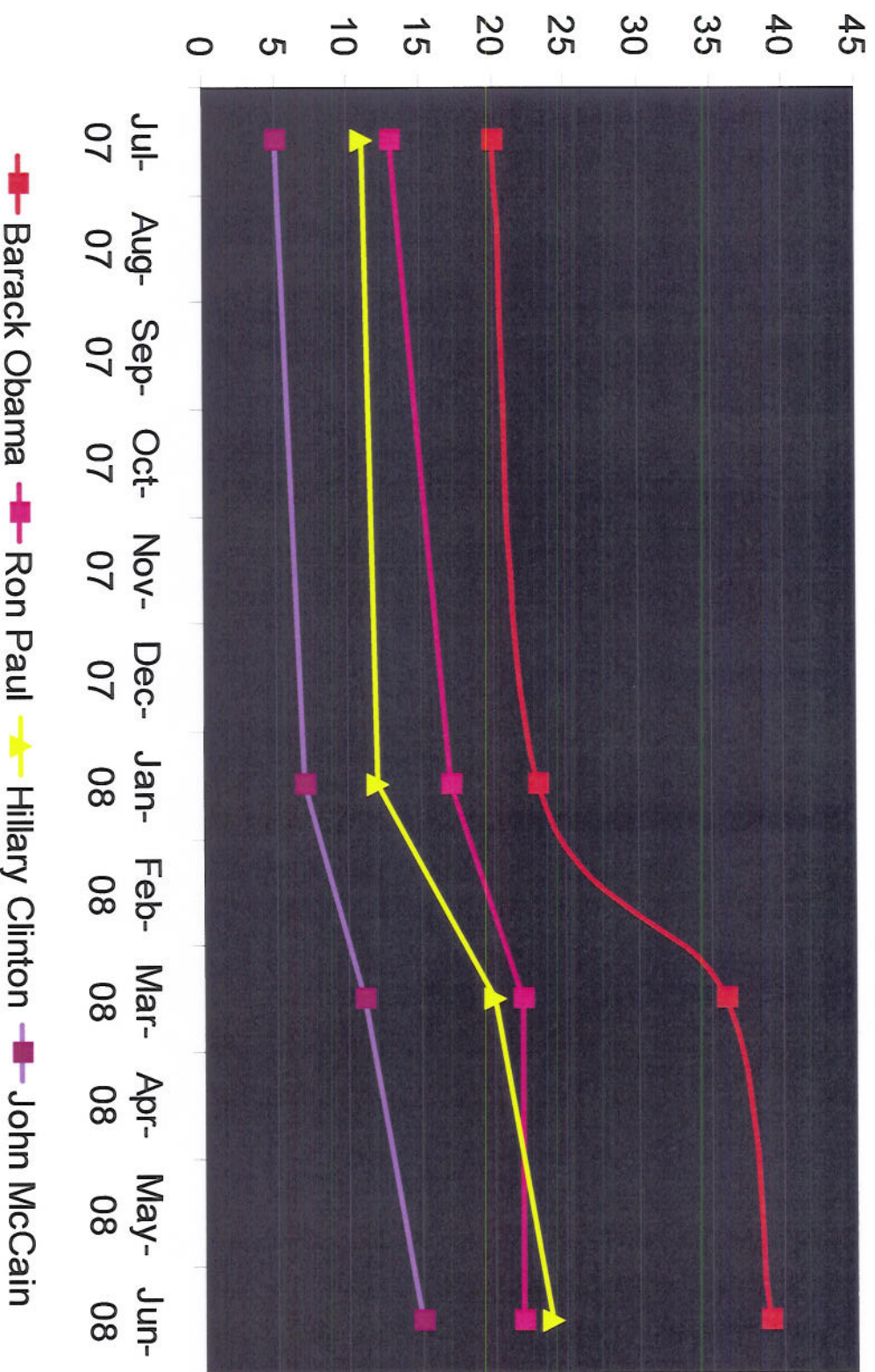


YouTube + Facebook Gained 500 Basis Points of Relative Share in Past 2+ Years While Yahoo! + MSN Lost Share

Global Minute Share

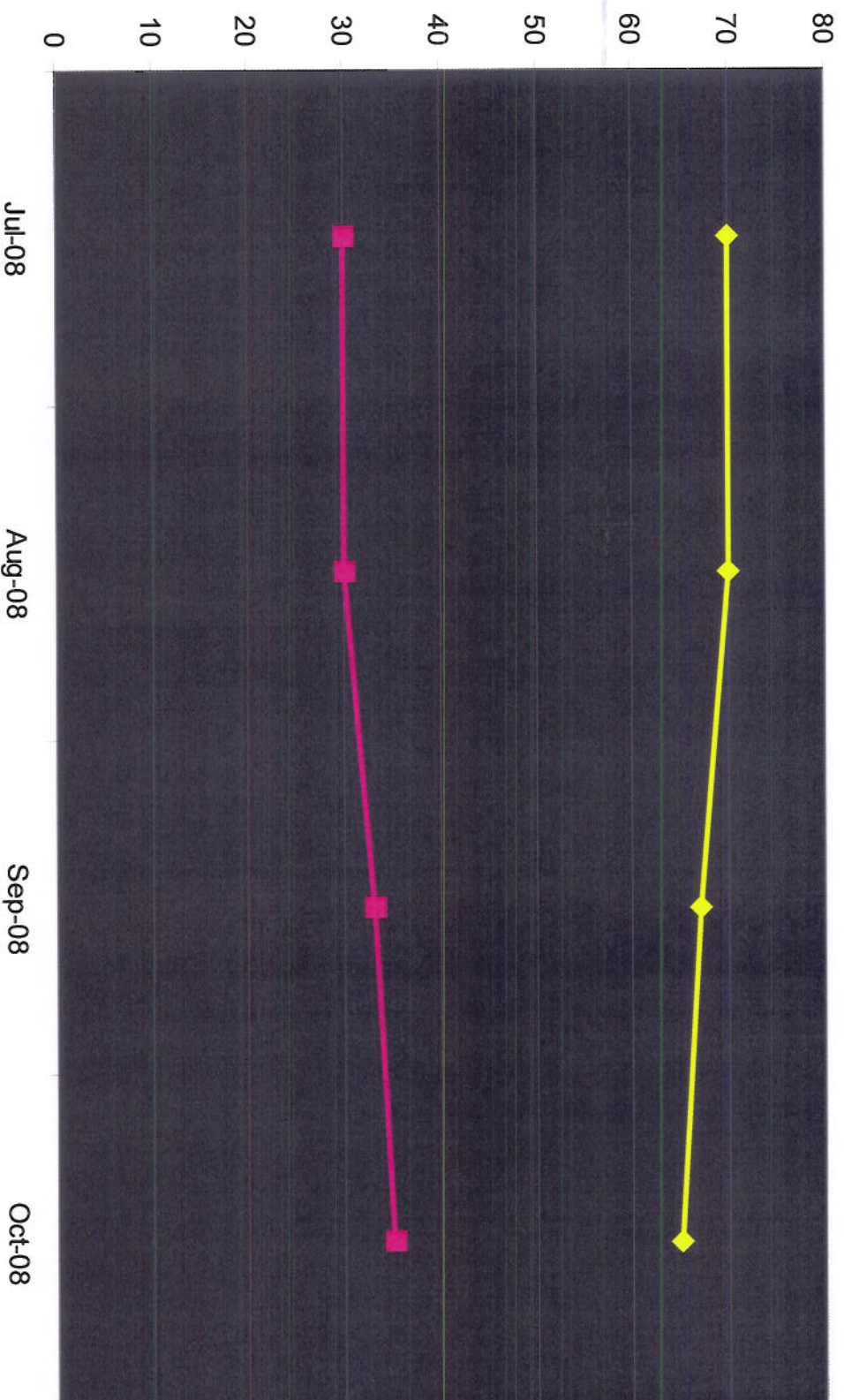


Barack Obama Dominated the Net From the Beginning...



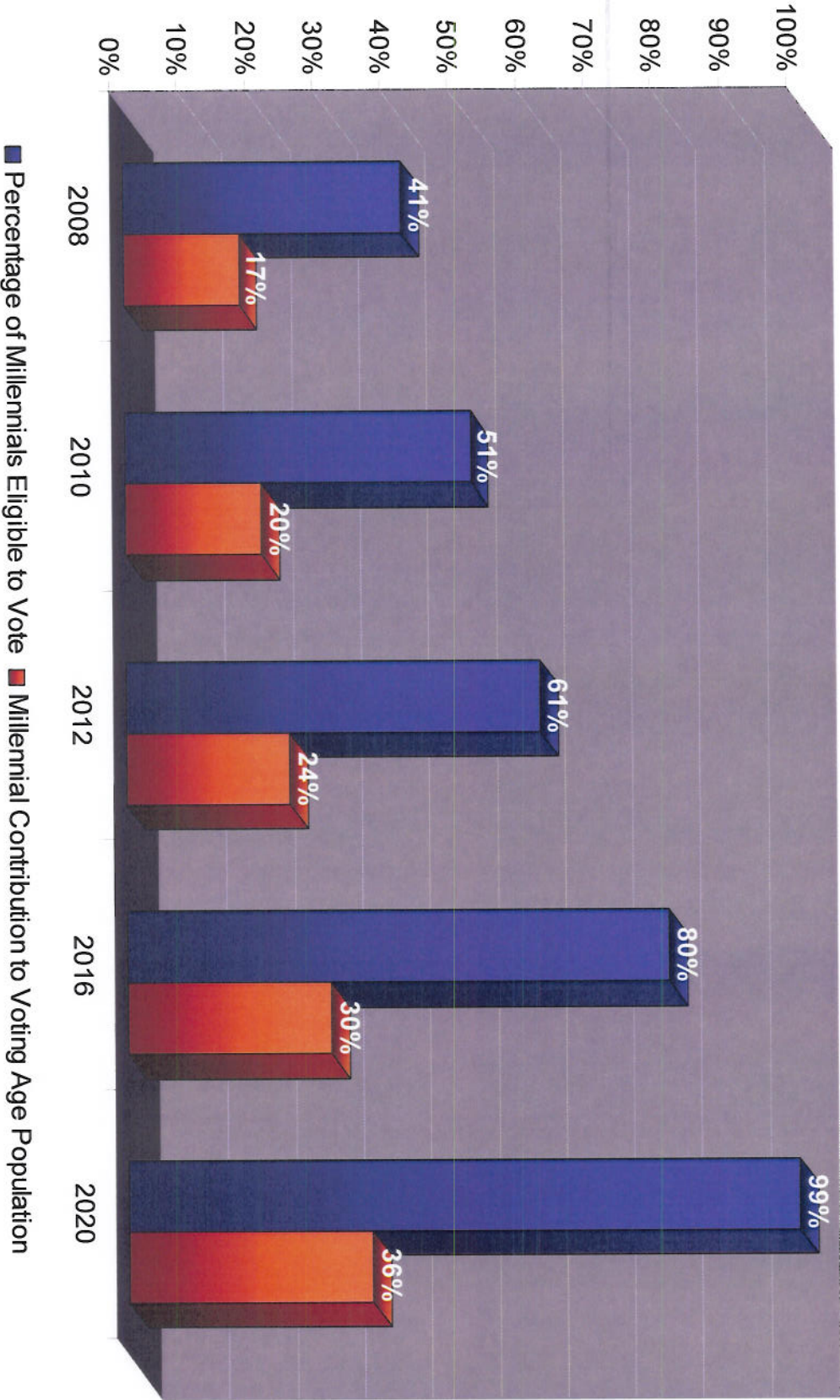
Source: Spartan Internet Political Performance Index (SIPI)

... To the End of the 2008 Campaign



Source: Spartan Internet Political Performance Index (SIPP)

Millennials Will Increasingly Dominate the Electorate and America Over the Next Decade



The Millennial Era has arrived.

Two ways to learn more:
www.millennialmakeover.com
millmakeover@gmail.com

