

Open Letter to Pew Rsrch Center

We are demographers and other social scientists, writing to urge the Pew Research Center to stop using its generation labels (currently: Silent, Baby Boom, X, Millennial, Z). We appreciate Pew's surveys and other research, and urge them to bring this work into better alignment with scientific principles of social research.

1. Pew's "generations" cause confusion. The groups Pew calls Silent, Baby Boom, X, Millennial, and Z are birth cohorts determined by year of birth, which are not related to reproductive generations. There is further confusion because their arbitrary lengths (18, 19, 16, 16, and 16 years, respectively) have grown shorter as the age difference between parents and their children has lengthened.

2. The division between "generations" is arbitrary and has no scientific basis...

3. Naming "generations" and fixing their birth dates promotes pseudoscience, undermines public understanding, and impedes social science research...

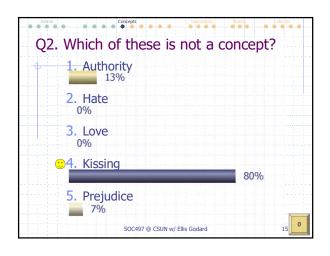
4. The popular "generations" and their labels undermine importanti.. life course research...

5. The "generations" are widely misunderstood to be "official" categories ...

6. The "generations" scheme has become a parody and should end. ...

https://docs.google.com/spreadsheets/d/1N3mWipw/mZPmvArVrNfT28c1 HuyASAblg1Gmc Viofc/edit/usp-sharing (uly 2021)

SOC497 @ CSUN w/ Ellis Godard



Other things you think mean something definitive (but don't)

Learning styles – nonsense?

Weight, Time, Color – evolve

Truth, Science, Sociology – contentious

Professor © & Student ©

Social structure, social control, etc. ...

perationalization

You can't measure something if you can't say (not just "don't know") What you mean by it

