




# S, BB, X, Y, Z, **a** Generations in Tech

# Agenda

Act I - Generations, Myths, Diffs, Theories

Act II - S, BB, X, Y, Z,  $\alpha$

also, memes



**BORN 1970**

# Act I

Generations, Myths, Diffs, Theories

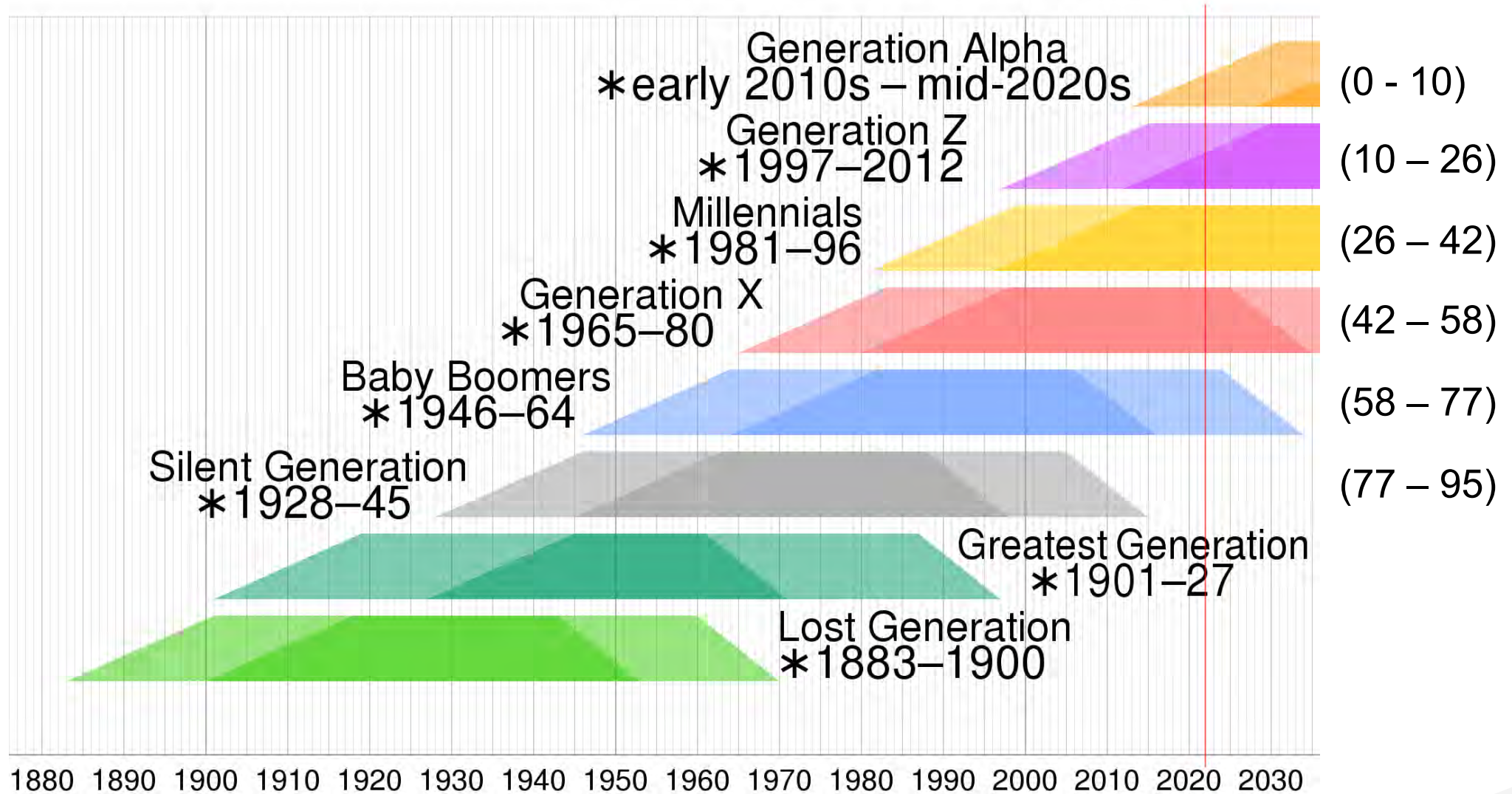
# Generations / Cohorts

- Western World
- Early age impact
- Common events
- Technology
- Culture
- Timeframes 13 - 25 years
- Karl Mannheim Theory

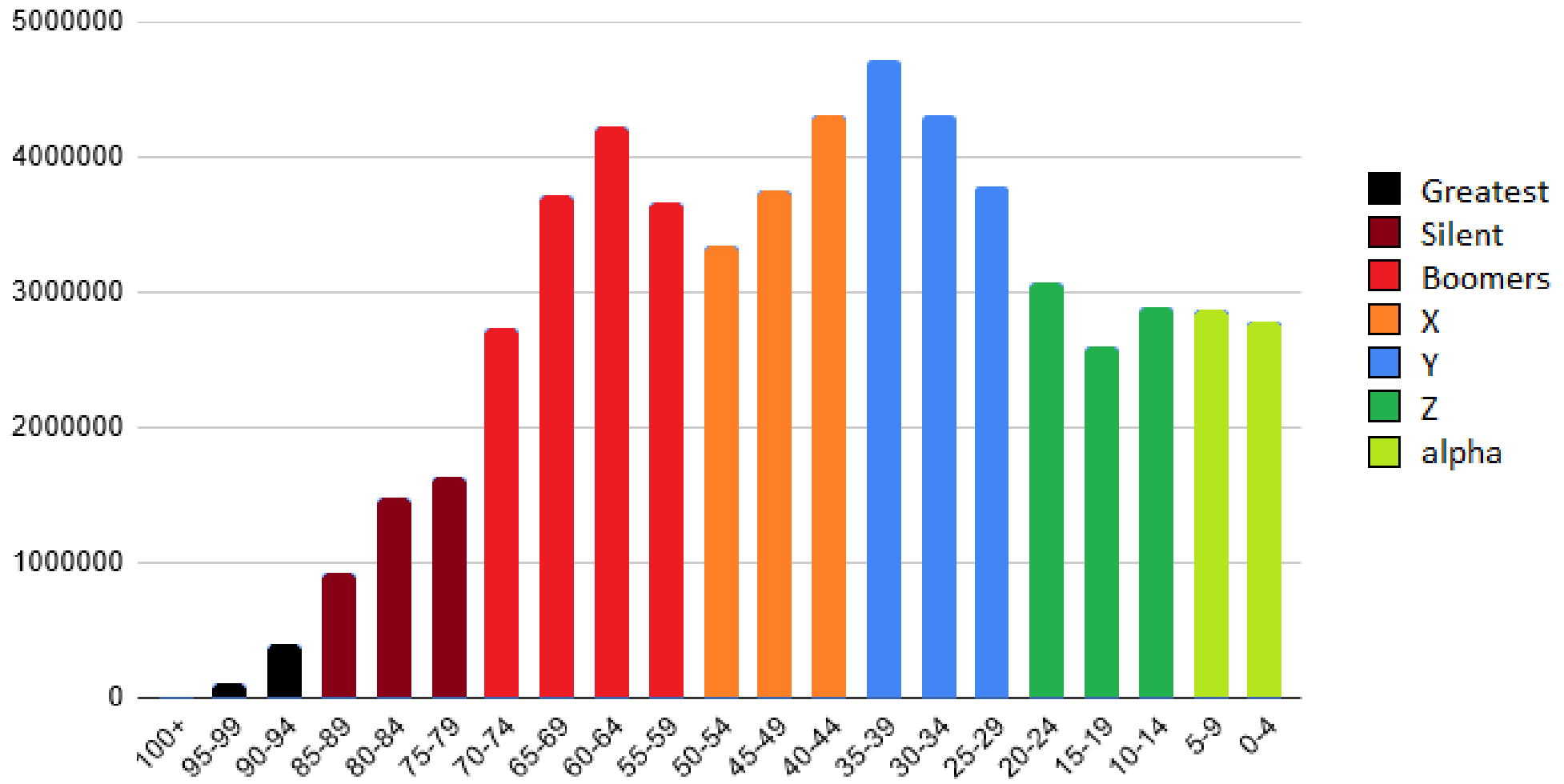




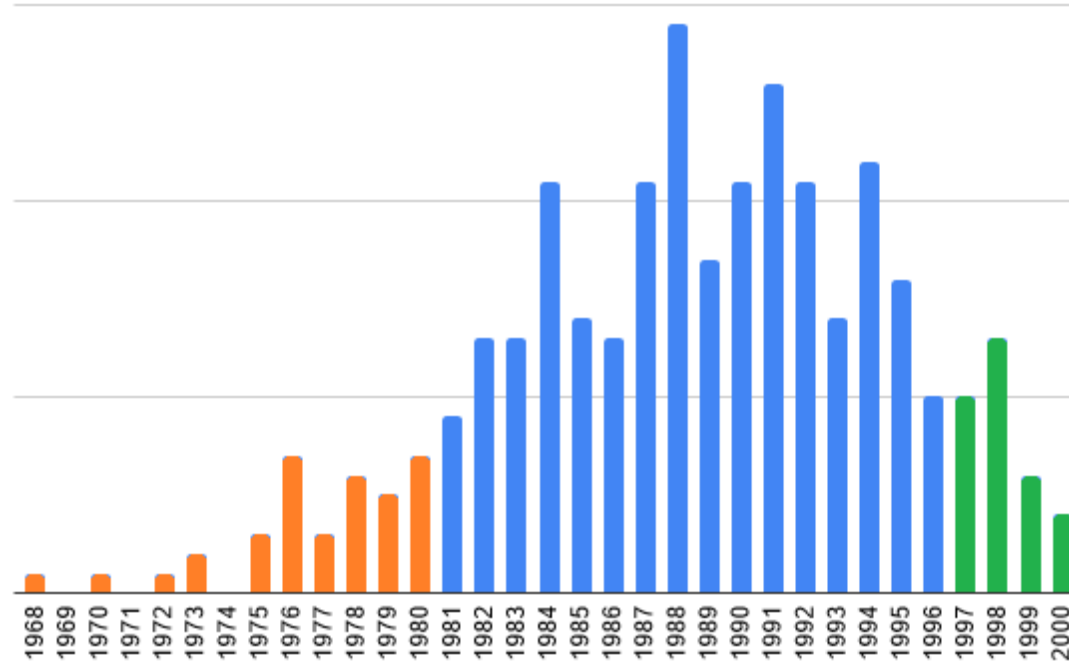
# Generations / Cohorts



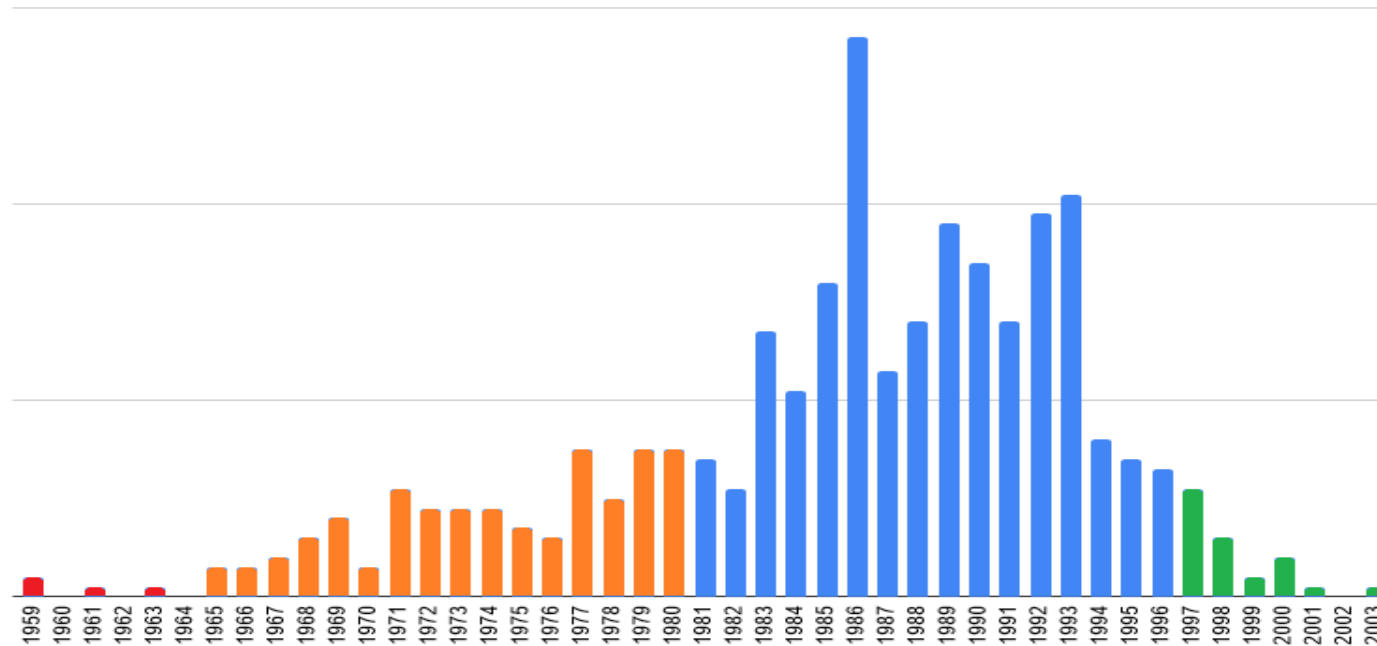
# General Population



# Tech Examples

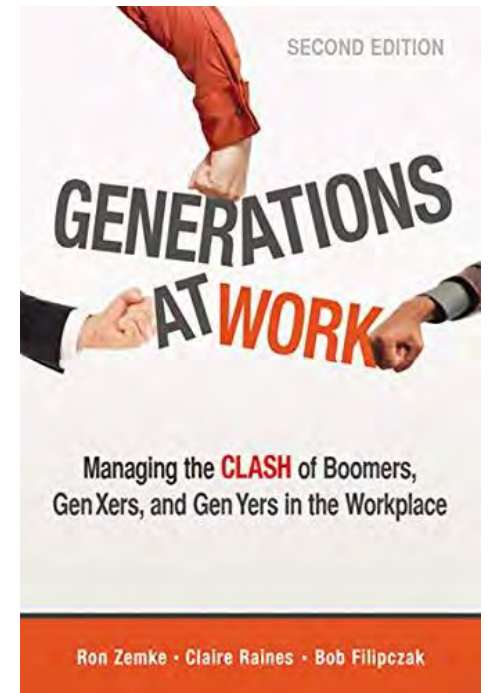
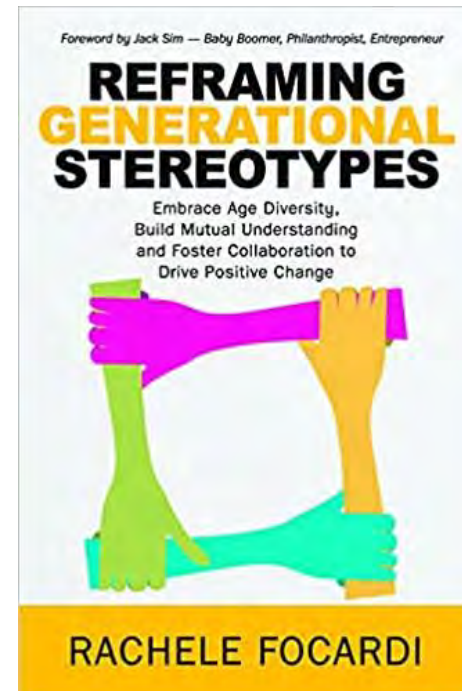
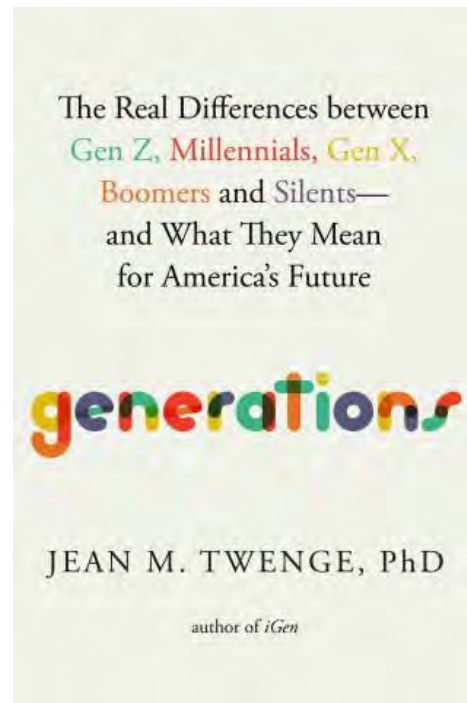
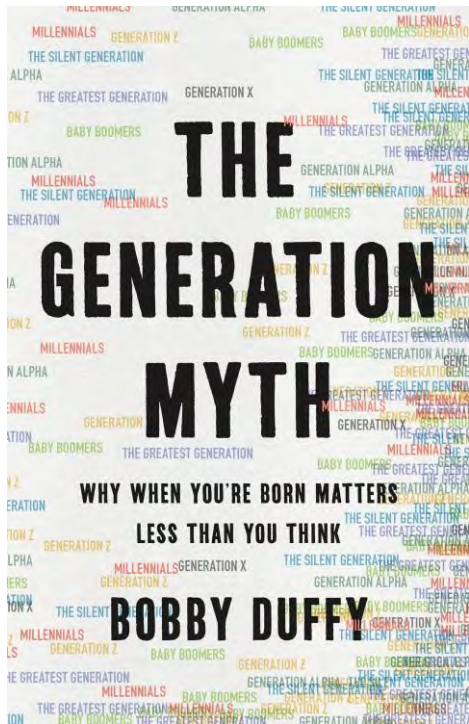


- Greatest
- Silent
- Boomers
- X
- Y
- Z
- alpha





# Myths or Facts?



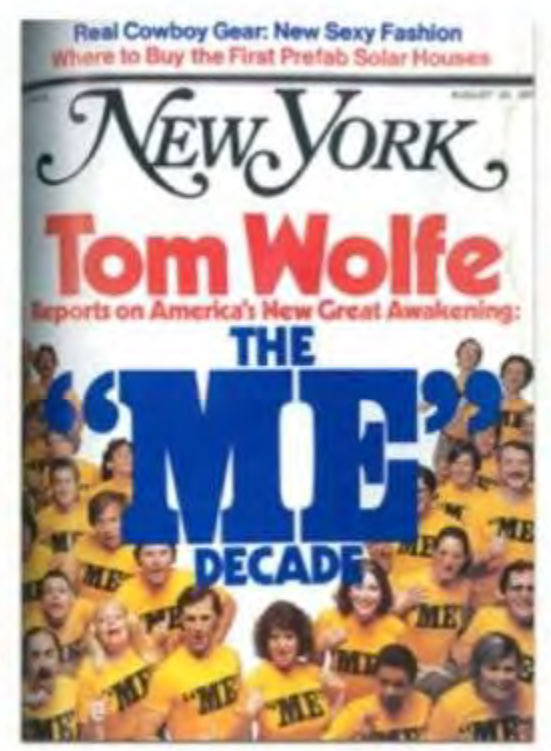
# Generation Gap

2013

1990

1985

1976





# Conflict

Ivan Jordović

## A Generation Gap in Late Fifth-Century-BC Athens

That the young began to play an important role on the political scene after Pericles' death and that this may have been one of the major features of a "revolution" underway in Athenian public life at the time has been sug-

## Illegitimacy, Inter-Generational Conflict and Legal Practice in Eighteenth-Century Northern Burgundy.

*An Article From Journal of Social History*

The 'Burden' of Young Men: Property and Generational Conflict in Namibia, 1660-1945

Author(s): Meredith McKittrick

Source: *African Economic History*, No. 24 (1996), pp. 115-129

Published by: African Studies Program, University of Wisconsin-Madison

Stable URL: <http://www.jstor.org/stable/3601848>

Accessed: 30-05-2015 14:57 UTC



# Generation Narcissism



*“Today’s youth is rotten, evil, godless and lazy.  
It will never be what youth used to be,  
and it will never preserve our culture.”*

Babylonian clay tablet 1000 BC

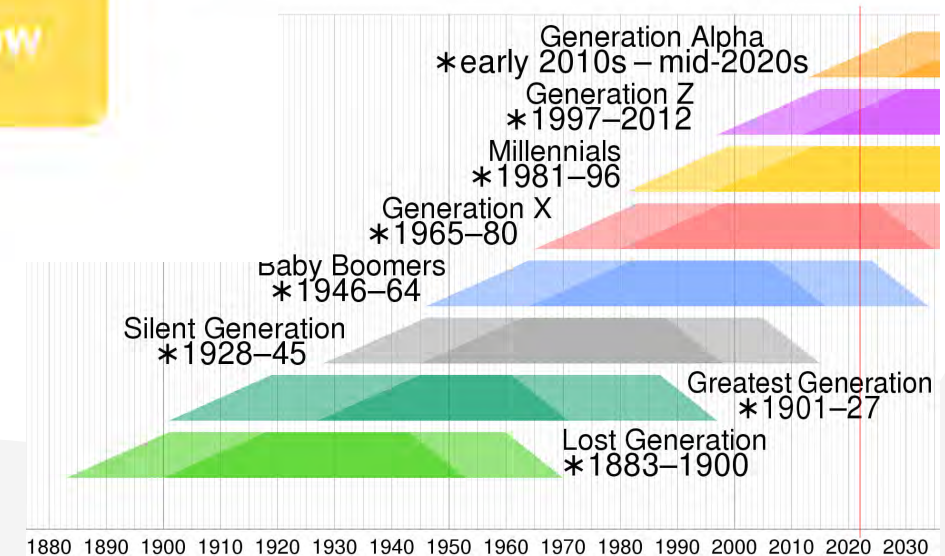
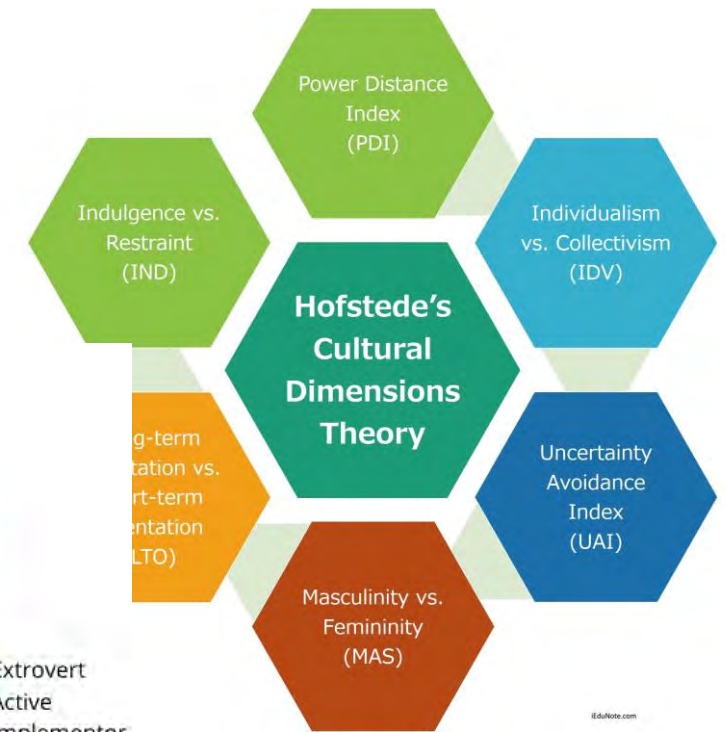
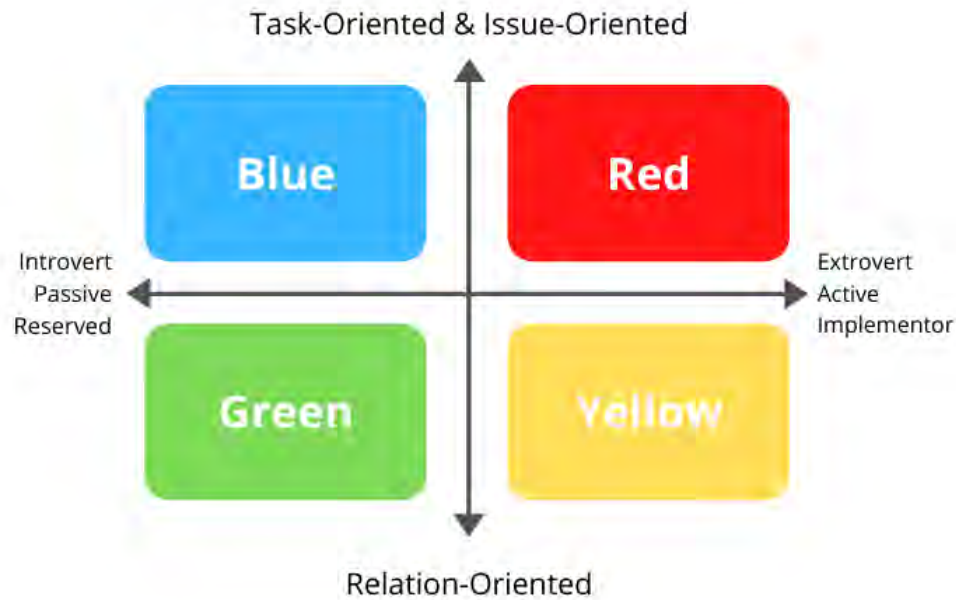
# The Sliding $2+2$

# Cohort vs Aging

- Conscientiousness ↑
- Agreeableness ↑
- Openness ↓
- Extraversion ↓
- Neuroticism ↓

# Differences Strength

- Individual
- Cultural
- Generational







# Act II

S, BB, X, Y, Z, **a**

A portrait of an elderly man with a full white beard and glasses, wearing a red polo shirt. He has his arms crossed and is looking slightly to the right of the camera. The background is a blurred indoor setting with windows.

# Silent Generation

# Silent Generation

- 1928 - 1945
- Age 77 – 95

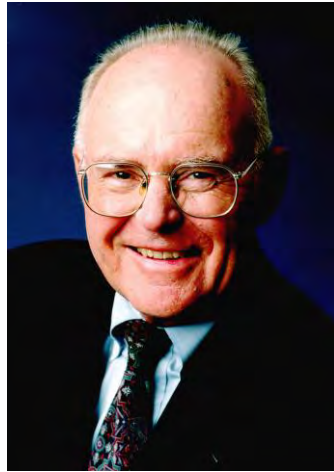
Grandparents when their grandchildren get mad at them and call them boomers but they're born before 1946



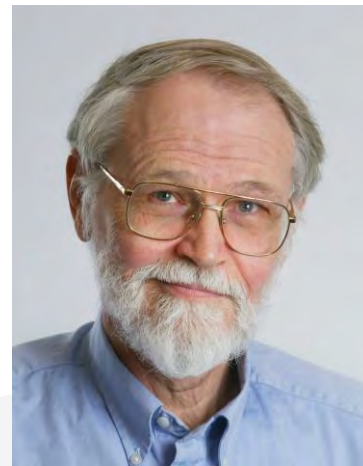
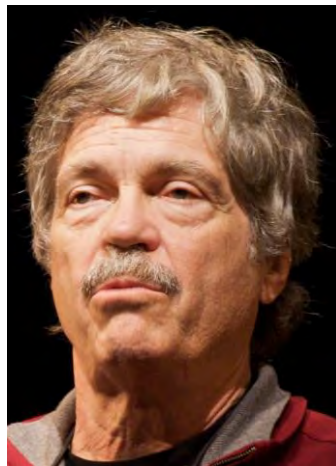


# Silent Generation Tech People

- Gordon Moore (1929)
- Margaret Hamilton (1936)
- Donald Knuth (1938)
- Barbara Liskov (1939)



- Alan Kay (1940)
- Brian Kernighan (1942)
- Ken Thompson (1943)
- Larry Ellison (1944)





# Baby Boomers



# Baby Boomers

- 1946 - 1964
- Age 58 – 77
- Post War Baby Boom
- Analog generation

Greatest  
Generation  
when they hear  
German



Silent  
Generation  
when they hear  
Korean

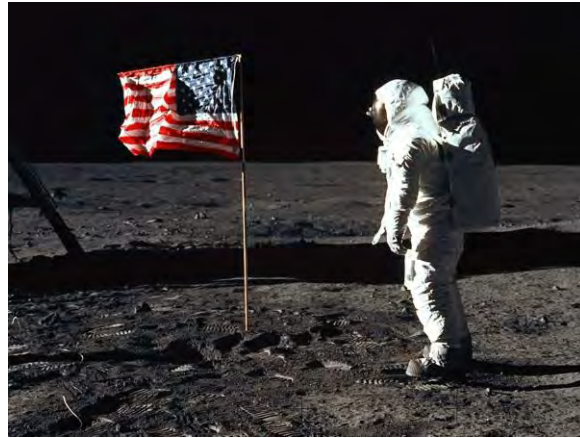


Boomers when  
they hear "OK"





# Baby Boomers Influences



# Baby Boomers Manual

- Face to face
- High power distance
- Structure, Hierarchy
- Stability, loyalty
- Hard skills
- Authority
- Mentoring





# Baby Boomer Tech People

- Bjarne Stroustrup (1950)
- Steve Wozniak (1950)
- James Gosling (1955)
- Bill Gates (1955)



- Guido van Rossum (1956)
- Tim Cook (1960)
- Anders Hejlsberg (1960)
- Jeff Bezos (1964)



A portrait of a man with short, dark hair, wearing a dark blue suit jacket over a white dress shirt. He is smiling slightly and looking towards the camera. The background behind him is a plain, light grey color.

# Generation X

# Generation X

- 1965 - 1980
- Age 42 - 58
- X = unknown
- Digital immigrants
- Latchkey kids
- MTV generation
- The last adult generation

Boomers: yelling at millennials for toast  
Millennials: yelling at Boomers for ruining the world  
GenZ: snorts tide pod and yeets into traffic

## Gen X:





# Gen X Influences



# Generation X Manual

- Autonomy
- Focus on results
- Authority
- Rules and procedures
- Career path
- Work hard, play hard
- Burnout avoidance



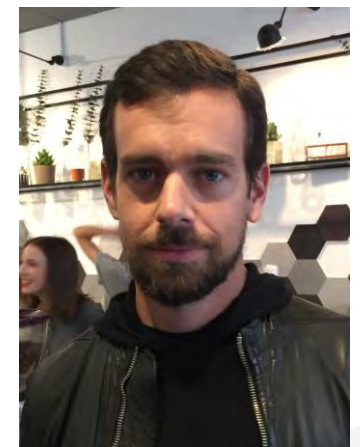


# Generation X Tech People

- Michael Dell (1965)
- Satya Nadella (1967)
- Rasmus Lerdorf (1968)
- Linus Torvalds (1969)



- John Carmack (1970)
- Elon Musk (1971)
- Larry Page (1973)
- Jack Dorsey (1976)



A photograph of Mark Zuckerberg, the CEO of Facebook, speaking at a podium. He is wearing a blue crew-neck sweater and has a microphone clipped to it. The background behind him is a solid blue color.

# Millennials

# Millennials

- 1981 - 1996
- Age 27 – 42
- Y = Why
- 90s kids
- Digital Natives





# Millennials Influences



facebook



# Millennials Manual I

- Education
- Technology
- Helicopter parents
- Life – Work balance
- Overtime is meh
- Low power distance

Millennials living through Y2K, 9/11, a plague, 2 economic recessions, and a possible WW3 before they hit 40



# Millennials Manual II

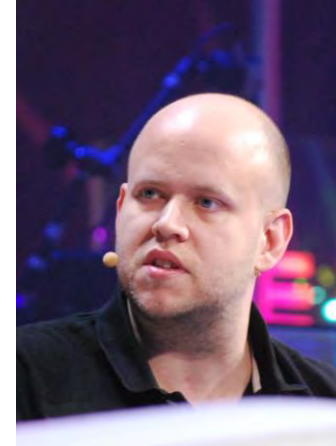
- Flexibility
- Teamwork
- Personal brand
- Freelance
- Changes
- Directedness
- Openness



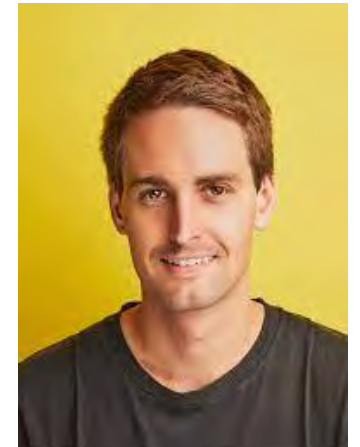


# Millennial Tech People

- Ryan Dahl (1981)
- Zhang Yiming (1983)
- Daniel Ek (1983)
- Mark Zuckerberg (1984)



- Melanie Perkins (1987)
- Patrick Collison (1988)
- Whitney Wolfe Herd (1989)
- Evan Spiegel (1990)







# Generation Z

# Generation Z

- 1997 - 2013
- Age 10 – 26
- Post-Millennials
- Snowflakes
- Zoomers
- C – Connect, Communicate, Change
- Online Natives



# Gen Z Influences



Snapchat



# Generation Z Manual I

- Education
- Globalization
- Diversity
- Individualism
- Fun
- Chill





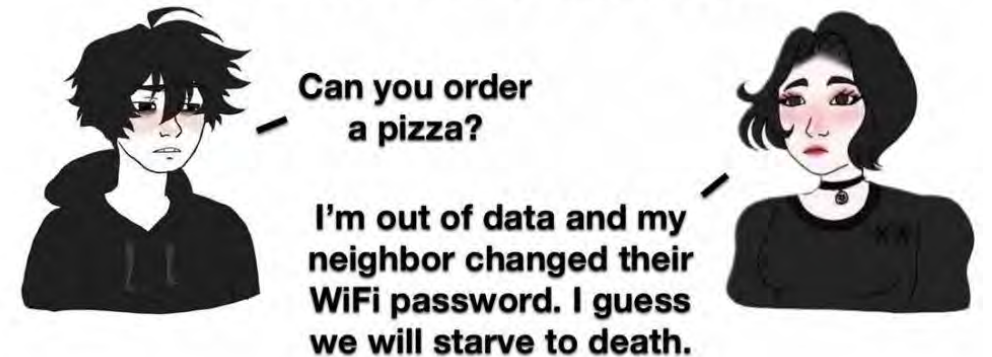
# Generation Z Manual II

- Cause
- Gamification
- Entrepreneurship
- Feedback loop
- Flat hierarchy

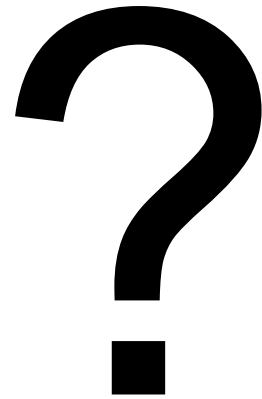
## Gen Z's parents in their 20s



## Gen Z n their 20s



# Generation Z Tech People



# Generation Alpha





# What do we want?



- Stability
- Leadership
- Independence
- Results
- Life-Work Balance
- Flexibility
- Curiosity
- Individualism
- Good Atmosphere
- Feedback
- Just Cause
- Respect



# Questions?



HowToTrainYourJava.com



@gvaireth

