Net Generation: Pop Culture and College Students

Announcements

• Net generation survey
• Net generation book
• Available for consultation
• Jeanna is NOT looking for a job

Presentation outline

1. Generations in U.S. history
2. Characteristics of millennials
3. Research on today’s college students
4. Communication and the Internet
5. Pop culture quiz
6. News sources
7. Television and music
Generations

- Perceived membership in a common generation
- A set of common beliefs and behaviors
- A common location in history

Generations in the U.S.

- Lost Generation (born 1883-1900)
- GI Generation (born 1901-24)
- Silent Generation (born 1925-42)
- The Boom Generation (born 1943-60)
- Generation X (born 1961-81)
- Millennials (born 1982-now)

Millennials: The wanted children

- Children of baby boomers
- Parents wait until later in life, more affluent
- "Baby on Board" signs
- Marketing to children increases: Barney, Hanson, Spice
- Politicians started talking about effects on children for first time
- "Helicopter parents"
Diversity of millennial generation

- Most racially and ethnically diverse generation
- 1 out of 5 has at least one immigrant parent; 1 in 10 has at least one non-citizen parent
- More Latino and Asian youths

7 Characteristics of Millennials (Howe and Strauss)

- Special
- Sheltered
- Confident
- Team Oriented
- Conventional
- Pressured
- Achieving
Special

- Collectively vital to the nation
- Individually vital to their parents' sense of purpose
- Parental involvement in decisions
- Feedback and structure for students

Sheltered

- Safety and health focus for students
- Security in residence halls
- Parents buying homes for students on campus
- Increase in counseling and medical needs
- More scrutiny of what happens in classroom
- Post-Columbine era

Confident

- Positive reinforcement from society
- Want to reinvent civic order (9/11)
- Confident about future—greater danger and fewer rewards to being different than peers
- High level of trust and optimism
- Good news for selves = good news for country
Team-Oriented

- Learn, deliver presentations, and get graded in groups
- Activities in teams throughout childhood
- Constant contact with peers via cellphone and IM
- Growing gap in gender achievement (women)

Conventional

- Focus on big brands (e.g. Ivy League schools)
- Grew up with zero tolerance for misbehavior
- More willing to accept adult authority than other generations
- Believe that authority is telling the truth

Pressured

- Two top issues of worry for teenagers: grades and college admissions
- Intense emphasis on planning future
- Seek job and life stability
- Cheating increases
Achieving

- SAT scores are the highest since 1974
- Focus on not falling behind of peers
- Prefer subjects where one can measure objective progress (math, science)
- Focus on accountability in schools
- Should become the smartest and best-educated generation in U.S. history

Mental Health Issues on Campus


Increase in % of Students Reporting MH Issues

- Depression
- Anxiety

2005 Freshman Norms

- 385 colleges, 263,710 entering college students in 2005
- Top goals: family, financial success; Lowest: “develop meaningful philosophy in life” (high of 85.5% in 1967)

Social & Civic Responsibility

<table>
<thead>
<tr>
<th>Important to</th>
<th>2005</th>
<th>Change from 2004</th>
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<tbody>
<tr>
<td>Help others in difficulty</td>
<td>66.3%</td>
<td>+3.9</td>
</tr>
<tr>
<td>Participate in community action programs</td>
<td>25.6%</td>
<td>+4.1</td>
</tr>
<tr>
<td>Become a community leader</td>
<td>53.9%</td>
<td>+3.2</td>
</tr>
<tr>
<td>Influence social values</td>
<td>41.3%</td>
<td>+3.0</td>
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</tbody>
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2005 CIRP: College-Going Decisions

• 43.7% cite “parents wanted me to go” as a very important reason

Reason for Attending College: “My Parents Wanted Me To Go”


2005 CIRP: Motivations for College Attendance

Reason for Attending College: “To Be Able To Make More Money”

2005 CIRP: Religious Views & Participation

![Bar graph showing frequent discussion of religion from 1998 to 2005.](chart.png)


CIRP Study: Academic Issues

- Grade inflation
- Earning an A is at record high
- A is becoming norm, rather than C
- Still low amount of studying
- 34% of students doing 6+ hours per week of studying

Student Communication

- Internet
- Instant Messaging
- Blogging
- Cell Phones
- Text Messaging
Use of the internet by age group

- 18-29: 84%
- 30-49: 76%
- 50-64: 64%
- 65+: 27%

Who's online

**Household income**
- Less than $30,000/yr: 48%
- $30,000-$50,000: 71%
- $50,000-$75,000: 85%
- More than $75,000: 92%

**Educational attainment**
- Less than High School: 28%
- High School: 57%
- Some College: 79%
- College+: 89%

Student Use of Computers

- 46% of students reported that email allows them to express ideas to professors they otherwise wouldn’t express in person.

- 19% of students reported that they communicate more with professors via email than in person.

- 73% of students reported that they use the internet more than the library to search for information.
Student Use of Technology

- According to the Pew American Life Project (2003):
  - 72% of all students check their email daily
  - 20% of today’s students began using computers between age 5 and 8
- 85.7% of students reported using a computer frequently (CIRP, 2004)
- 64.1% and 70.2% communicated via email and IM frequently, respectively (Sax et al., 2003)
- First year students spend an average of 16.3 hours per week chatting via IM (Morgan & Cotten, 2003)

IM Use and Multitasking

IM Use and Multitasking by Generation

Blogs

- Web log or blogs are public or semi-public “journals.”
- Bloggers post their entries and readers can post comments.
- Have been successfully used as alternative media.
- Xanga, Livejournal, Myspace
Blogging

- From Feb 2004 to Jan 2005: 58% increase in blog readership overall (PEW Internet and American Life Project)
- 32 million Americans are blog readers
- About 20,000 new blogs created daily (USA Today)
- Currently over 10 million blogs.

Blog Ownership & Readership


Age Distribution of Livejournal.com Users

Developing Blog Issues

- Stephanie Klein “Straight up and Dirty”
- Employees suspended and fired for posting about co-workers in personal blogs.
- Video and photo blogs
  - http://stevegarfield.blogs.com/videoblog/

thefacebook.com

- 9th most visited website on internet
- 2.8 million registered users
- 800+ colleges and universities—80% of colleges in US
- 10K-20K new users per day
- 300 million page-views in 24-hour period
- New verb: facebooking – usage “hey, facebook me”
- Security, judicial, time-wasting issues
Myspace
• “Counterculture” network
• Blog with facebook-type friend network properties
• Any individual can join
• Music
• Now owned by News Corp. (Fox)

Cell phones and text messaging
• About 134 million American adults have cell phones
• 27% of them say they have used the text message feature on those phones within the past month
• 28% say they have received unsolicited commercial text messages on their phone

Text messaging by generations
• Most likely cell phone texters are in Generation Y (ages 18-27): 63% of those with cell phones in that cohort are texters
• 31% of cell phone owners in Generation X (ages 28-39)
Technology and Academics

• Students are using the Internet for research coupled with a decrease in the use of the library.
• Students assume information on the Internet is legitimate.
• Internet plagiarism issues
  – Purchasing online research papers
  – Cut and paste
  – Turnitin.com

Kubey, Lavin, and Barrows (2001):
  – 9% of first year students reported that they might be "a little psychologically dependent on the Internet"
  – 14% reported that their schoolwork had been hurt occasionally, frequently, or very frequently due to Internet use

College Student/Pop Culture websites

Connect with other students:
• www.thefacebook.com
• www.myspace.com
• www.livejournal.com
• www.ratemyprofessor.com

Fun sites:
• www.youtube.com
• www.homestarrunner.com
• www.ebaumsworld.com
**Video Games**

- Gamer culture: Sony Playstation, Nintendo Revolution, Xbox 360
- "Open World" video games
- Connection between Hollywood and the gaming world
- Popular game: Halo  
  *Average age: 30!*

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**News Sources**

2004 news sources for 18-29 year olds:
- 21%: Daily Show or Saturday Night Live
- 23%: ABC, CBS, NBC News

In 2000: only 9% watched comedy news, with 39% watching network broadcasts

*Pew Research Center for the People and the Press, 2004*

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**Television**

- **Crime Shows:** CSI, Without a Trace, Law and Order, Cold Case, NCIS
- **Reality TV:** American Idol, Survivor, Apprentice, Bachelor, Extreme Home Makeover
- **Shows on MTV/VH1:** Real World, Road Rules, Best Week Ever, I love the 80's (90's...etc.), 8th & Ocean, Date My Mom, Run's House, My Super Sweet 16, The Surreal Life
- **Revival of the drama:** The O.C., Desperate Housewives, Lost, Grey's Anatomy, 24
- **Cartoons:** Simpsons, Family Guy, Adult Swim, South Park, King of the Hill, Drawn Together
Television: A New Approach?

- Current TV
- “the television home page for the Internet generation”
- User-submitted content
- Shows last 2-7 minutes
- Half-hour news updates based on the most popular Google news searches
- Time Shifting

Technology Killed the Radio Star

- Satellite Radio
- Music Downloading
- PodCasting

Downloading music

- 36 million Americans download music
- 7 million of them have downloaded from someone else’s ipod or mp3 player
- 10 million of them have received music/video from e-mail or IM
**Legal issues with music**

- File sharing/buying MP3’s
  - Kazaa
  - WinMx
  - Icarus
  - Itunes
  - Napster
- Implications for academic integrity and student understanding of intellectual property. Fuzzy “cheating” boundaries.
- Universities subscribing to file sharing services

**Music**

- R&B (Ne-yo, Mary J. Blige, Chris Brown, James Blunt)
- Hip-hop still rules (Black Eyed Peas, Eminem)
- Other genres (Nickelback, Gorillaz, All-American Rejects)
- Pop music for some (Kelly Clarkson, Fall Out Boy)

**Resources**
