

# **WHY YOU NEED A DIFFERENT APPROACH FOR THE MILLENNIAL LEARNER**

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# Disclosures

- **I have no financial disclosures**

# Outline

- **Generational research**
- **Who are the millennials**
- **Millennials vs older generations**
- **Teaching millennials**

# Generational Research

- Individual's age one of the most common predictors of differences in attitudes and behaviors
  - Place in life cycle
  - Membership in cohort
- Generations
  - 15-20 year span

# Generations

- **Bounds of generations**
  - **Demographics**
  - **Attitudes**
  - **Historical events**
  - **Popular culture**
  - **Prevailing consensus**
- **Guidelines**

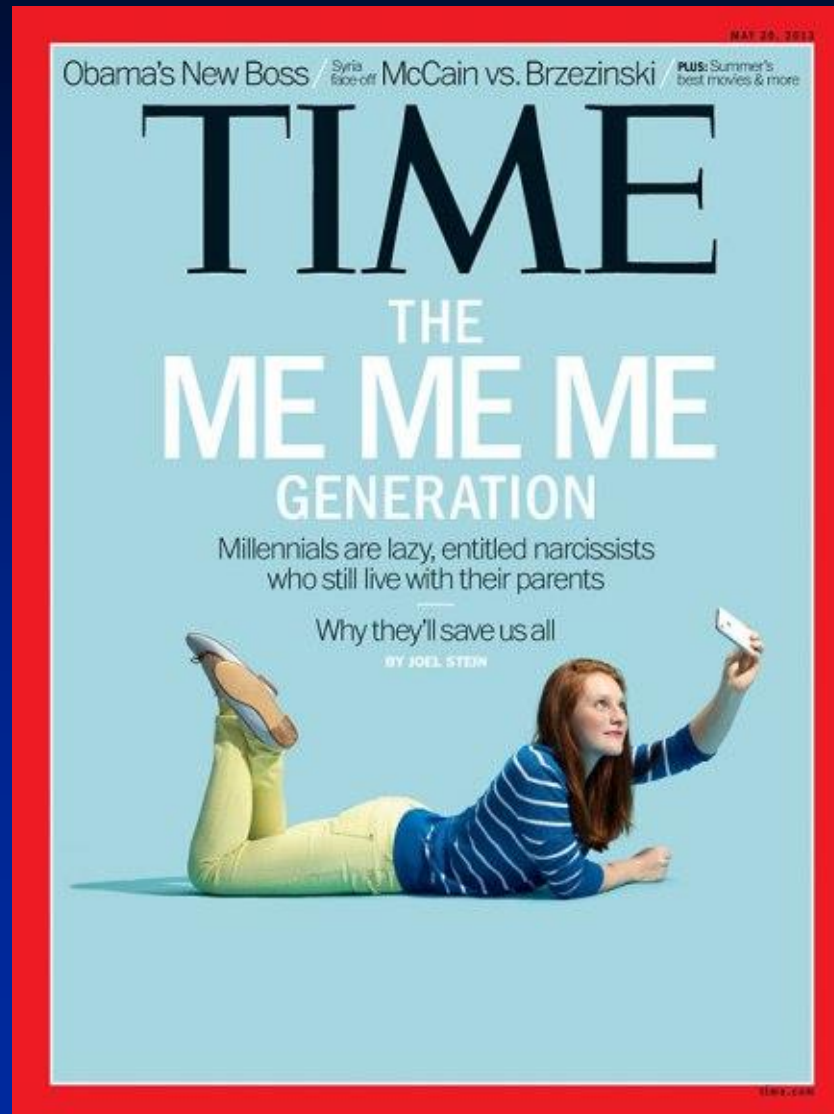
# Generations

- **Greatest**
- **Silent**
- **Baby Boom**
  - 1946 - 1964
- **Generation X**
  - 1965 - 1980
- **Millennial/Generation Y**
  - After 1980 - ?

# Millennial Generation

- **Howe and Strauss**
- **Generation Y**
- **Echo Boomers**
- **Generation Me**
- **Nexters**
- **Caveat**

# Millennials: Who Are They





# Millennials: Who Are They

- Largest living generation
- Largest share of U.S. workforce
- Most ethnically and racially diverse cohort
- 1 in 5 have at least one immigrant parent
- Most politically progressive age group
- Least religiously observant
- More inclined to trust institutions than previous two generations
- Most do not identify with millennial label

# Millennials: Who Are They

- Video games
- Computer technology
- Team sports
- Facebook
- YouTube
- Hovering parents

# **Millennials: Who Are They**

- **Gravitate toward group activity**
- **Identify with their parents' values and feel close to their parents**
- **Spend more time doing homework and housework and less time watching TV**
- **Believe “it’s cool to be smart”**
- **Fascinated by new technology**

# **Millennials: Information Age Mindset**

- **Computers aren't technology**
- **The internet is better than TV**
- **Reality is no longer real**
- **Doing is more important than knowing**
- **Learning more closely resembles Nintendo than logic**
- **Multitasking is a way of life**
- **Typing is preferred to handwriting**
- **Staying connected is essential**
- **There is zero tolerance for delays**
- **Consumer and creator are blurring**

# Millennials vs Older Generations

**Table 1 – Personality traits of Baby Boomers, Generation X and Generation Y.**

Trait	Baby Boomers	Generation X	Generation Y
Hierarchy	Chain of command	Individual first	Individual first/meritocracy
Life balance	Work related primary focus	Greater lifestyle focus	Lifestyle/making a difference in the world
Motivational inspiration	Motivated with stirring, strong speeches	Motivation requires exploration of individual's own personal commodity	Motivational speeches are completely ineffective
Responsibility profile	Expectation of leadership role	No need to lead	Lead if necessary
Technology	Traditional/challenged	"Streetwise"	"High-Tech"
Work ethos	Strong work ethic, family provider	Money for lifestyle	Money for personal interest and sharing

# Millennials vs Older Generations

Generations born between 1925 and 1964		Engagement focus	Generations born between 1965 and 2003	
Silent (traditional)	Baby boomers		Generation X	Millennial (Generation Y)
Top down	Guarded	<b>Communication style</b>	Hub and spoke	Collaborative
Classroom	Facilitated	<b>Learning style</b>	Independent	Collaborative and networked
The hard way	If "Too Much" will disengage	<b>Training opportunity</b>	"Required to keep me"	Continuous and expected
Seeks approval from authority	Team informed; my decision	<b>Decision-making</b>	Team included; our decision	Team decided; what all agreed to goes
Not comfortable	Not adept	<b>Technology use</b>	Needed for maximum engagement	Expected in all settings
None is fine; less is more	Rare; only when necessary	<b>Feedback</b>	Weekly or daily	Immediate and often
"Job well done"	Material gain; \$, perquisites, title	<b>Rewards</b>	Freedom	Meaningful work

# Millennials vs Older Generations

Generations born between 1925 and 1964		Expertise and authority	Generations born between 1965 and 2003	
Silent (traditional)	Baby Boomers		Generation X	Millennial (Generation Y)
Respect	Love or hate	<b>Person in authority treated with</b>	Indifference	Politeness
Hierarchy	Consensus	<b>Leader or expert shows authority through</b>	Competence	Collaboration with others
Command and control	Take charge or get out of the way	<b>Leader or expert style is to use</b>	Coaching	Partnership
Discourteous or vulgar	Politically incorrect	<b>Negative if delivered or received as</b>	Cliché	Too uninhibited; unethical

# Millennials vs Older Generations

- **Boomer generation's perceptions of younger generations**
  - **More concerned about work-life balance**
  - **Less committed to medicine**
  - **Working fewer hours**



# Teaching Millennials: The 5 Rs

- **Research-based methods**
- **Relevance**
- **Rationale**
- **Relaxed**
- **Rapport**

# Teaching Millennials

- **Clear direction and structure**
- **Role modeling, coaching, mentoring**
- **Engagement and feedback**

# Teaching Millennials: Twelve Tips

- **Tip 1**
  - Educate yourself about the concept of generational differences
- **Tip 2**
  - Recognize the environmental and cultural forces that affect the millennial learner
- **Tip 3**
  - Understand how potential intergenerational tension may impact learning

# Teaching Millennials: Twelve Tips

- **Tip 4**
  - **Millennials need guidance and focus in their learning**
- **Tip 5**
  - **Identify your teaching or life philosophy**
- **Tip 6**
  - **Learn how to utilize current eLearning technologies**

# Teaching Millennials: Twelve Tips

- **Tip 7**
  - **Recognize that millennials value and expect aesthetically appealing educational presentations**
- **Tip 8**
  - **Emphasize opportunities for additional help and support**
- **Tip 9**
  - **Encourage modern forms of curiosity and exploration**

# Teaching Millennials: Twelve Tips

- **Tip 10**
  - **Recognize the importance of team dynamics and encourage collaboration**
- **Tip 11**
  - **Be fair and straightforward**
- **Tip 12**
  - **Identify the limits of multi-tasking**