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

Oblinger D. EDUCAUSE Rev 2003
Millennials: Who Are They

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

Strang, Sharon Lee et al. Journal of Nursing Education 2010
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
<table>
<thead>
<tr>
<th>Trait</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Generation Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hierarchy</td>
<td>Chain of command</td>
<td>Individual first</td>
<td>Individual first/meritocracy</td>
</tr>
<tr>
<td>Life balance</td>
<td>Work related primary focus</td>
<td>Greater lifestyle focus</td>
<td>Lifestyle/making a difference in the world</td>
</tr>
<tr>
<td>Motivational</td>
<td>Motivated with stirring,</td>
<td>Motivation requires exploration of individual's own personal commodity</td>
<td>Motivational speeches are completely ineffective</td>
</tr>
<tr>
<td>inspiration</td>
<td>strong speeches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsibility profile</td>
<td>Expectation of leadership role</td>
<td>No need to lead “Streetwise”</td>
<td>Lead if necessary “High-Tech”</td>
</tr>
<tr>
<td>Technology</td>
<td>Traditional/challenged</td>
<td>Money for lifestyle</td>
<td>Money for personal interest and sharing</td>
</tr>
<tr>
<td>Work ethos</td>
<td>Strong work ethic, family provider</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Millennials vs Older Generations

<table>
<thead>
<tr>
<th></th>
<th>Silent (traditional)</th>
<th>Baby boomers</th>
<th>Engagement focus</th>
<th>Generations born between 1965 and 2003</th>
<th>Generation X</th>
<th>Millennial (Generation Y)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top down</td>
<td></td>
<td>Guarded</td>
<td>Communication style</td>
<td>Hub and spoke</td>
<td></td>
<td>Collaborative</td>
</tr>
<tr>
<td>Classroom</td>
<td></td>
<td>Facilitated</td>
<td>Learning style</td>
<td>Independent</td>
<td></td>
<td>Collaborative and networked</td>
</tr>
<tr>
<td>The hard way</td>
<td></td>
<td>If “Too Much” will disengage</td>
<td>Training opportunity</td>
<td>“Required to keep me”</td>
<td></td>
<td>Continuous and expected</td>
</tr>
<tr>
<td>Seeks approval from authority</td>
<td>Team informed; my decision</td>
<td>Decision-making</td>
<td>Team included; our decision</td>
<td>Needed for maximum engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not comfortable</td>
<td></td>
<td>Not adept</td>
<td>Technology use</td>
<td>Weekly or daily</td>
<td></td>
<td>Immediate and often</td>
</tr>
<tr>
<td>“Job well done”</td>
<td></td>
<td>Rare; only when necessary</td>
<td>Feedback</td>
<td>Freedom</td>
<td></td>
<td>Meaningful work</td>
</tr>
</tbody>
</table>

Millennials vs Older Generations

<table>
<thead>
<tr>
<th>Generations born between 1925 and 1964</th>
<th>Expertise and authority</th>
<th>Generations born between 1965 and 2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent (traditional)</td>
<td>Baby Boomers</td>
<td>Generation X</td>
</tr>
<tr>
<td>Respect</td>
<td>Love or hate</td>
<td>Indifference</td>
</tr>
<tr>
<td>Hierarchy</td>
<td>Consensus</td>
<td>Competence</td>
</tr>
<tr>
<td>Command and control</td>
<td>Take charge or get out of the way</td>
<td>Coaching</td>
</tr>
<tr>
<td>Discourteous or vulgar</td>
<td>Politically incorrect</td>
<td>Negative if delivered or received as</td>
</tr>
</tbody>
</table>

Millennials vs Older Generations

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

Money S.R. et al. Surgeon 2014
Teaching Millennials: The 5 Rs

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

Dr. Christy Price. http://kaneb.nd.edu/programs/workshops-we-can-offer/five-strategies-to-engage-todays-students/
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