



UNDERSTANDING A MISUNDERSTOOD GENERATION

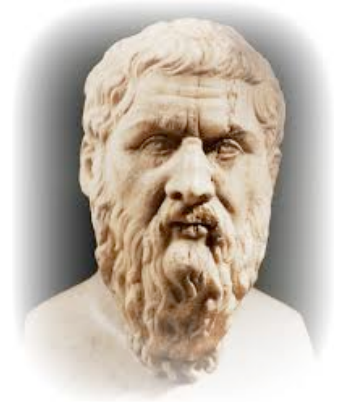
Evrin Kuran

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BB + **X** + **Y** + **Z**

"What is happening to our young people? They disrespect their elders, they disobey their parents. They ignore the law. They riot in the streets inflamed with wild notions. Their morals are decaying. What is to become of them?"

Plato, 4th century BC



"I see no hope for the future of our people if they are dependent on frivolous youth of today, for certainly all youth are reckless beyond words... When I was young, we were taught to be discreet and respectful of elders, but the present youth are exceedingly wise and impatient of restraint."

Hesiod, 8th century BC



How long did it take to reach 50 million users?



35 years



13 years

facebook 3 years



Instagram

6 months



35 days

Facebook users reached around 1.4 billion worldwide! (86% are mobile users)




32.000.000 users in Turkey!
(80 % are born after 1980)

Top 5 in Europe:

- 1) Turkey
- 2) UK
- 3) France
- 4) Germany
- 5) Italy

twitter

 645.750.000

 12.000.000

World Record: % 31,1 penetration in Turkey

20th March 2014 / 00.00 - 21st March 2014 / 12.00



▲ 1.200.000 tweet

**300 million:
monthly
active users**

**1.2 billion likes/day
1000 comments/sec**

**100 million:
nr of new users
during the last
9 months**



Instagram

**90%:
younger than
35**

**68% Female
32% Male**

**83% of the
pic.s
are with
hashtags**

**#love:
most populer
hashtag
(888,673,559)**

Drowning in data yet
starving for knowledge.

John Naisbitt

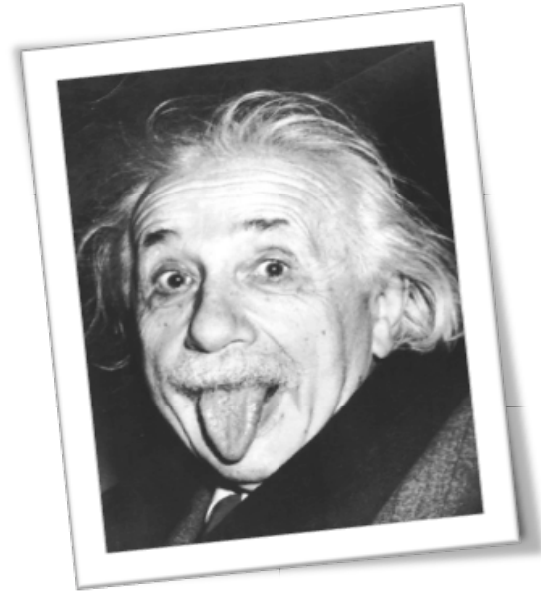




INFOBESITY

SO WHAT?!

?



Insanity: doing the same thing over and over again and expecting different results.

Albert Einstein



Silent Generation	Baby Boomers	Generation X	Generation Y
1927-1945	1946–1964	1965–1979	1980-1999
<p>WORLD</p> <ul style="list-style-type: none"> • 2nd World War • Great Depression • Born of TV 	<p>WORLD</p> <ul style="list-style-type: none"> • Human Rights Movements • Martin Luther King • Golden Age of the Radio 	<p>WORLD</p> <ul style="list-style-type: none"> • Petrol Crisis • '68 Generation • Peace • Cinema 	<p>WORLD</p> <ul style="list-style-type: none"> • Gulf Crisis • 9 / 11 • Global Warming • Internet • iPod • Play Station
<p>TURKEY</p> <ul style="list-style-type: none"> • A Republic is born 	<p>TURKEY</p> <ul style="list-style-type: none"> • Military Coup • Multi-party System 	<p>TURKEY</p> <ul style="list-style-type: none"> • Left-Right Conflicts 	<p>TURKEY</p> <ul style="list-style-type: none"> • Prosperity vs Depression

competition

creativity



Gen X
1965–1979



Gen Y
1980–1999



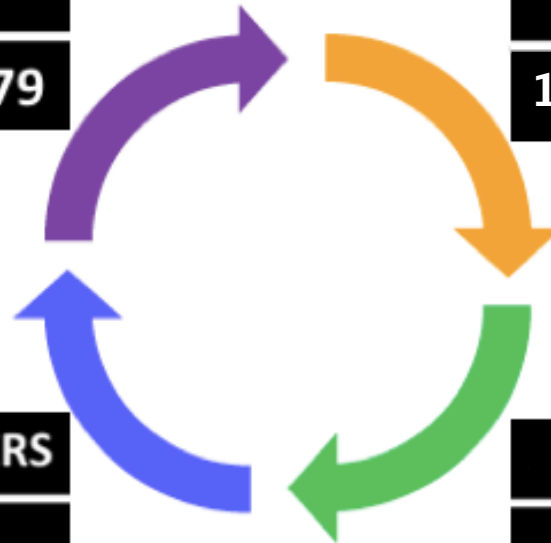
BABY BOOMERS
1946–1964



Silent Gen
1927–1945

ideology

harmony



Baby Boomers 1946-1964

For a better start in life
start **COLA** earlier!



How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives baby essential sugars!

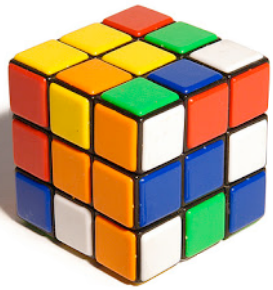


Baby Boomers

1946-1964

- Sandwich generation
- Rural depopulation (migration from country to town increased)
- 18 telephones / 1.000 people
- 4 automobiles / 1.000 people
- Access to electricity only in big cities
- 1971: There are 9 universities in Turkey

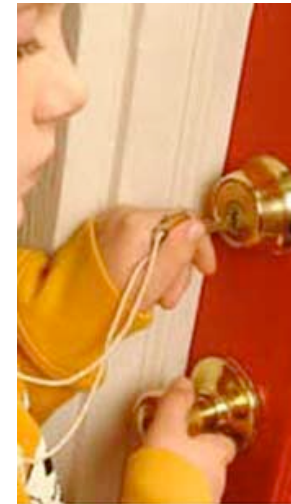
Gen X 1965-1979



Gen X

1965-1979

- Latchkey Generation
- Low birth rate
- More focus on money
- More women at work life
- Rising individualism
- Divorce rate on the increase
- 1992: There are 53 universities in Turkey.



Gen Y 1980-1999



Gen Y

1980-1999

- There are 196 universities in Turkey.
- Number of graduates/year: Over 700.000
- 28 % youth unemployment
- Number of mobile subscribers: 72 million

GEN Z

2000-2020?



GEN Z 2000-2020?

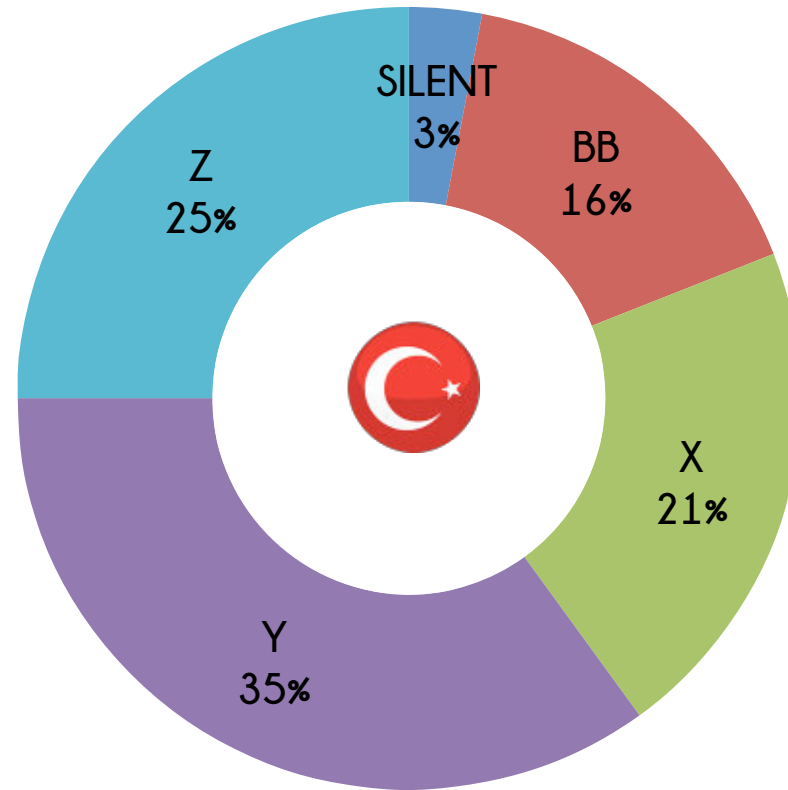
In Turkey, on average,

Kids start using computers at the age of 8

Kids start using internet at the age of 9

Kids start using mobile phones at the age of 10

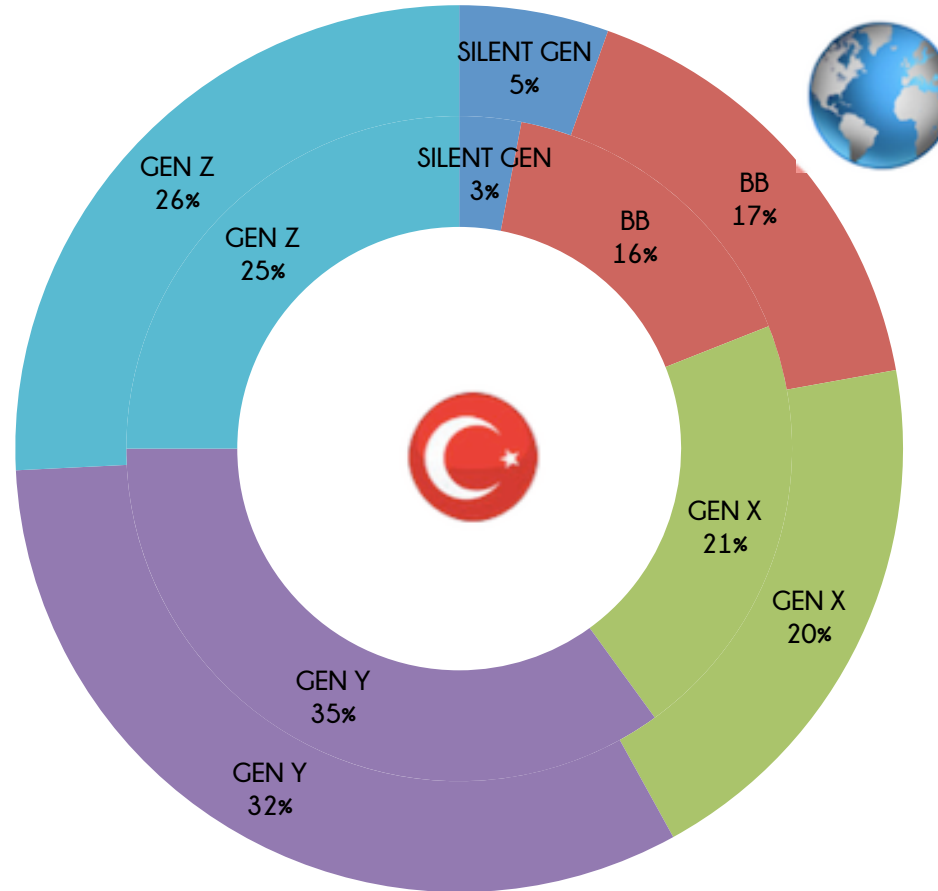




Medium Age: 30,7

Population of Turkey: 77.695.904

Population of World: 7.176.023.055



Learning Styles

BB



facilitated
instructor-led
books, PPT, hand-outs

X



focus on outcomes
self-learners
control over own
learning

Y



inspiration
meaning-seeking
peer influence

Influenced by...

BB



Experts

X



Cases

Y



Peers

Drive to Learn

BB



what are the
benefits of
learning?

X



I am not taught;
I learn!

Y



How do
people like me
learn?



- constant feedback demand
- short attention span
- don't want to work hard but effectively
- adore authenticity
- respect should be "earned"
- 2 "p"s are essential: parents & peers

5 knights to combat conventional methods



5 knights to combat conventional methods

prosumers

social media literacy

edutainment

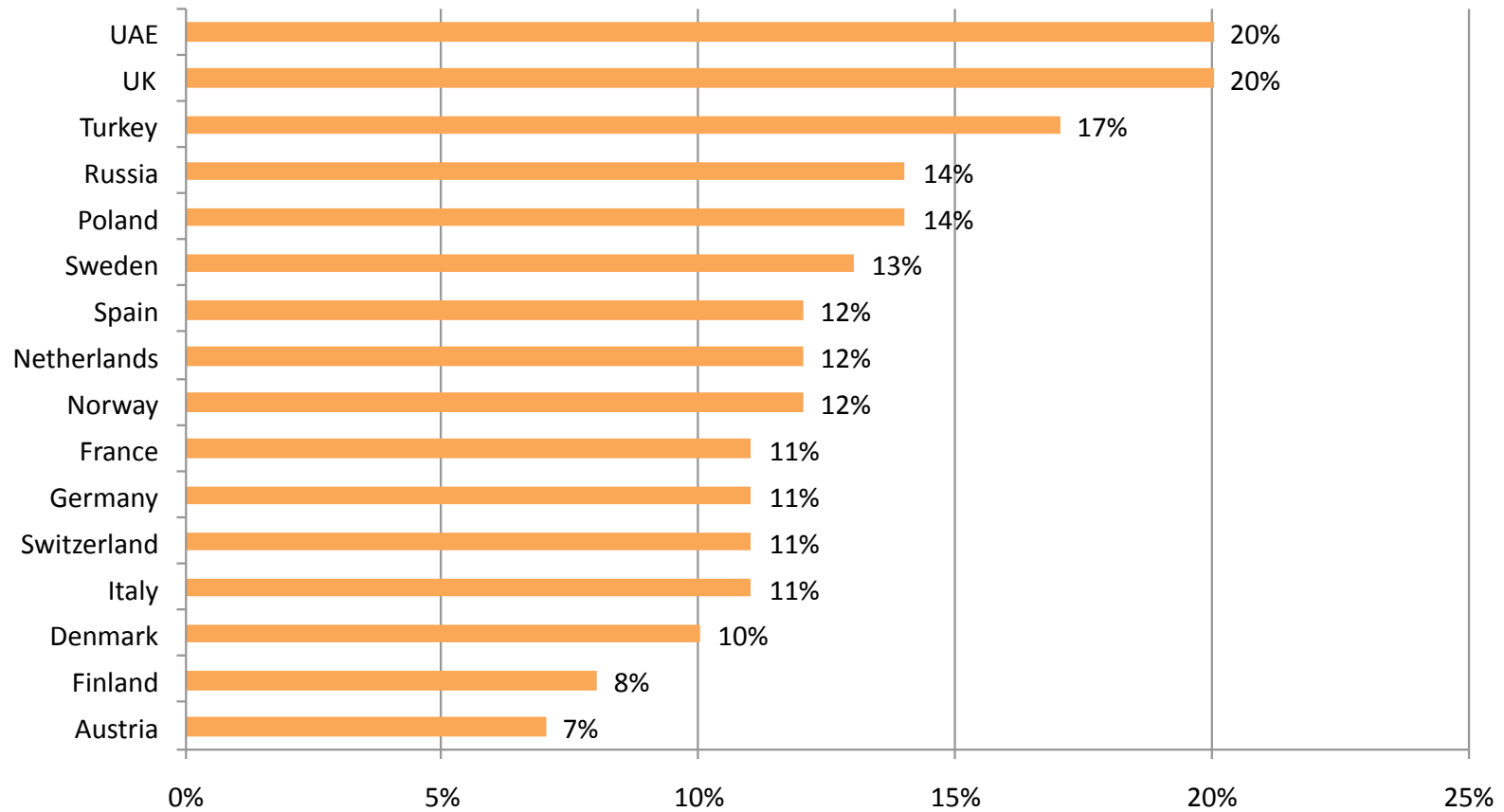
reverse mentoring

context

**PRODUCER + CONSUMER
= PROSUMER**

because they want opportunities to
create their own content!

I want to start my own business or work for a start-up when I graduate (2014)



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Explore

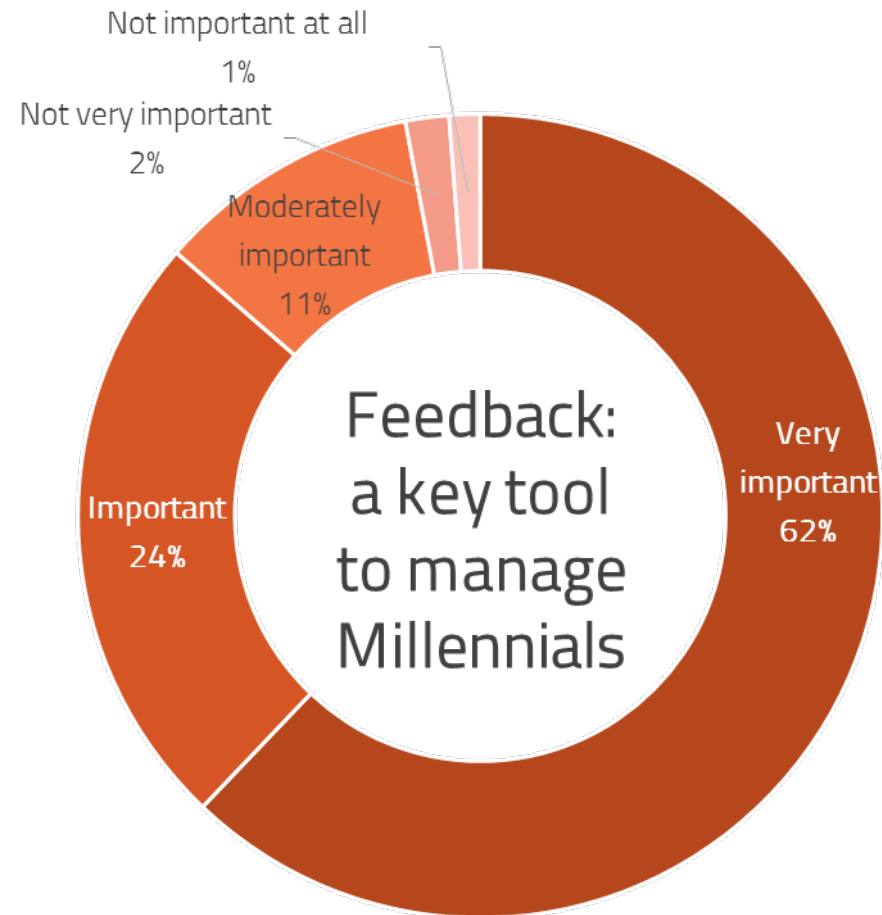
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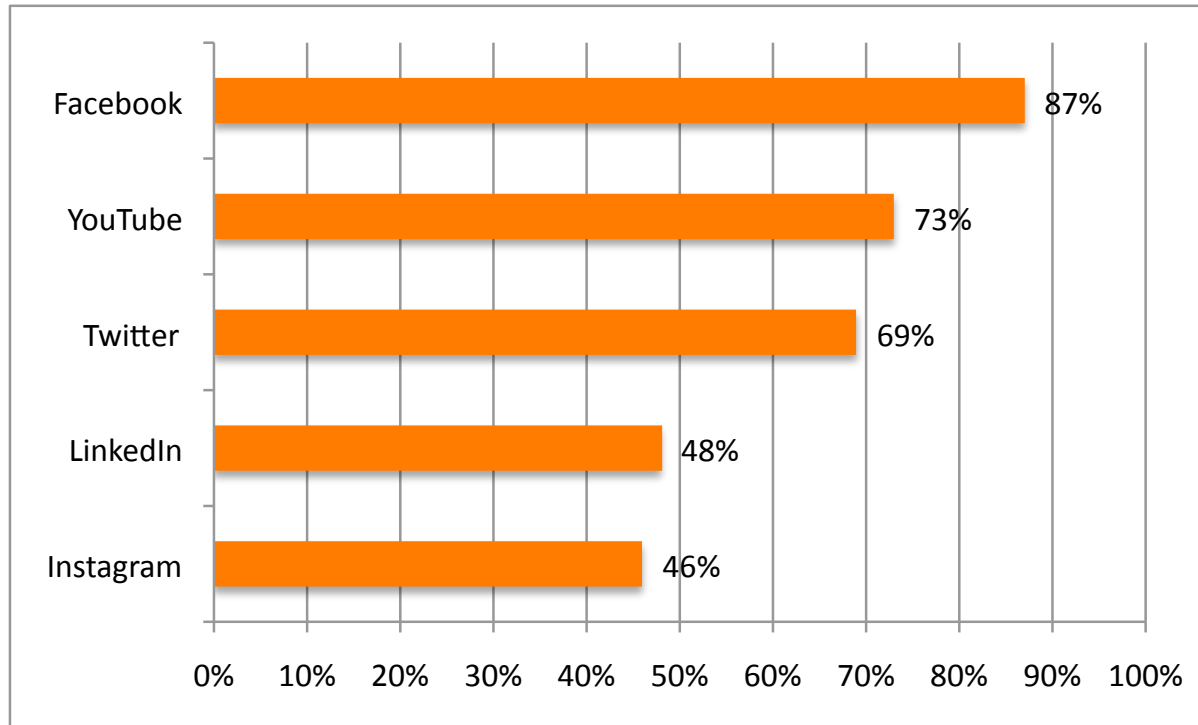
social media literacy

because you can respond to your
feedback-dependent learners through
digitally delivered feedback!

Importance of feedback for Gen Y in Turkey



Most popular channels for Turkish students in 2014



“How can I keep my students from using e-devices in class?”



“How can I use e-tools to get and keep my students motivated?”



edutainment

because you had better make your lecture
a place where students want to be
where learning is fun!

WHAT IS YOUR LIFE PURPOSE?

To be financially independent 11.5%



To live life to the fullest 27.3%



To have a good work-life balance 28.5%

To achieve professional success 9.4%



To spend time with family 11.1%



To be seen by others as being successful 2.7%



To play a role for a cause 7.8%



Others 1.7%

reverse mentoring

because you can learn from them!



Unilever



REUTERS

TimeWarner

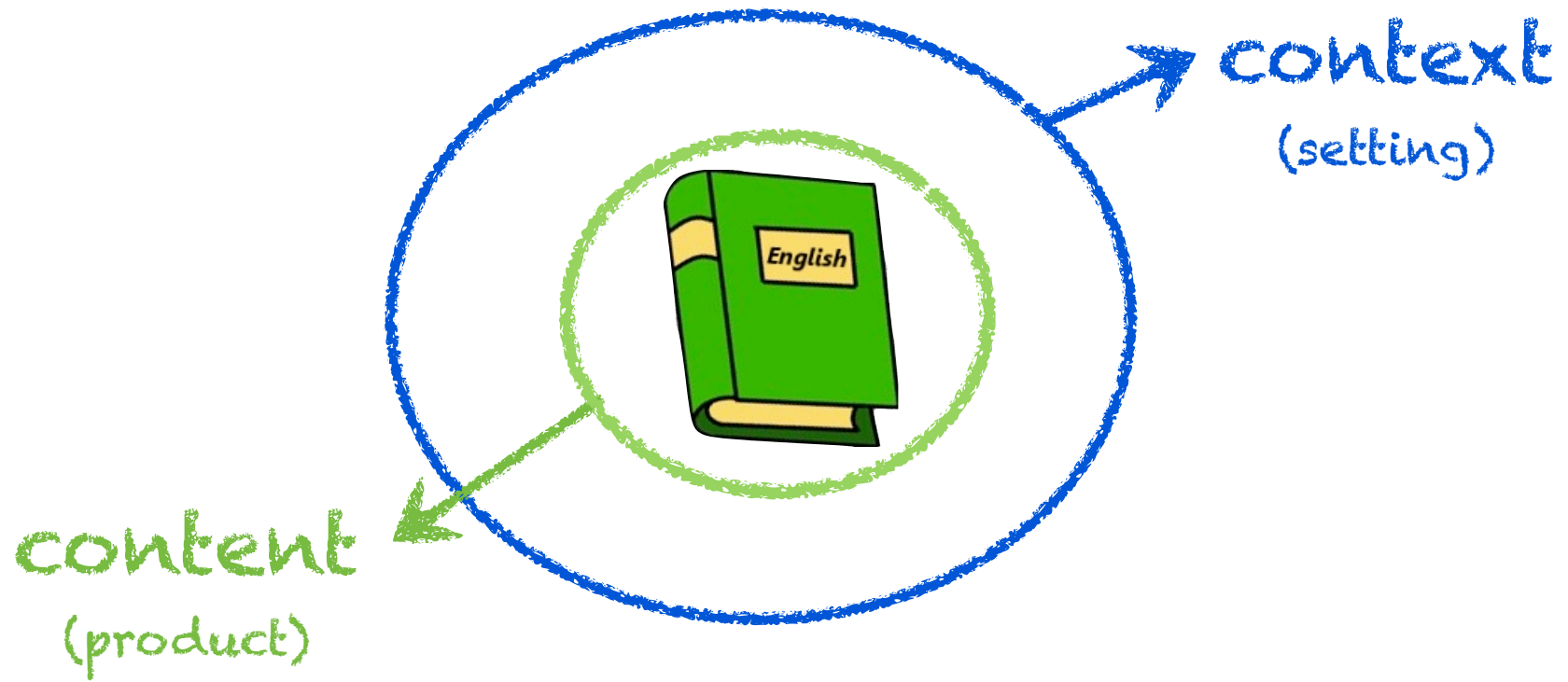
2WITCH

Apprentice 2 Master



marry content with context

**because if content is the king,
context is the queen!**



	CONTENT	CONTEXT
CORE		
MOTIVATION		
TOOLS		
OWNER		

MIND THE GAP

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