

Research Article

THE COMPARISON STUDY OF GENERATION X, GENERATION Y AND GENERATION Z IN SOCIAL SCIENCE

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ABSTRACT

We summarized in our study is key concepts introduced by scholars regarding Generation X, Generation Y (Millennials), and Generation Z, along with their respective impacts on technology, historical events, and cultural shifts. Marc Prensky's notion of "digital natives" and "digital immigrants" delineates how younger generations, like Millennials and Generation Z, are inherently adept at technology, contrasting with Generation X, who adapted to it later in life. Howe and Strauss's concept of generational cohorts elucidates how historical events shape each generation's unique characteristics and experiences, offering insights into the differences in values, attitudes, and behaviors. Jean Twenge's exploration of Generation Z's cultural context reveals how technological advancements, particularly social media and smartphones, have shaped this generation, leading to distinct challenges and opportunities compared to previous ones. These frameworks, coupled with comparisons in the provided table, offer a comprehensive understanding of the three generations and their evolving identities.

Keywords: Generation X, Generation Y, Generation Z,

INTRODUCTION

There are the characteristics and values commonly associated with **Generation X, Generation Y and Generation Z:**

Generation X (Born roughly between 1965 and 1980): Characteristics as Independent: Generation X tends to value independence and self-reliance, Skeptical: They are often skeptical of traditional institutions and authority figures, Work-Life Balance: Generation X values work-life balance and seeks flexibility in their work arrangements, Work Ethic: Generation X values hard work and dedication to their careers, Pragmatism: They are pragmatic and resourceful in approaching challenges, Individualism: Generation X values individuality and personal fulfillment in their lives and careers.

Scholars like Strauss and Howe (1991) in their book "Generations: The History of America's Future, 1584 to 2069" discuss the characteristics of Generation X, highlighting their inclination towards independence and self-reliance. They describe Generation X as a "reactive" generation, shaped by the social and economic circumstances of their upbringing, leading to a focus on individual autonomy. Howe and Strauss (1991) also discuss Generation X's skepticism of traditional institutions and authority figures. They argue that Generation X grew up during a period of declining trust in institutions such as government, corporations, and organized religion. This skepticism is further explored by sociologist Robert Putnam in his work "Bowling Alone: The Collapse and Revival of American Community" (2000), where he examines the decline of social capital in the United States and its implications for trust in institutions.

Sociologist Kathleen Gerson, in her book "The Unfinished Revolution: Coming of Age in a New Era of Gender, Work, and Family" (2010), discusses the importance of work-life balance for Generation X. She highlights how this generation seeks flexibility in their work

arrangements to accommodate their personal lives and responsibilities, reflecting a shift in societal expectations regarding work and family. Tamara Erickson, in her book "Plugged In: The Generation Y Guide to Thriving at Work" (2008), compares the work ethic of Generation X to other generations. She emphasizes Generation X's values of hard work and dedication to their careers, shaped by experiences such as economic uncertainty and changing job markets during their formative years.

In "Generation X: Tales for an Accelerated Culture" (1991), author Douglas Coupland popularized the term "Generation X" and depicted its members as pragmatic and resourceful in approaching challenges. While not a scholarly work in the traditional sense, Coupland's portrayal of Generation X resonated with many and contributed to the understanding of their characteristics.

Sociologist Neil Howe, co-author of "Generations: The History of America's Future, 1584 to 2069" (1991), along with William Strauss, discusses Generation X's emphasis on individualism and personal fulfillment. They argue that this generation, influenced by societal changes such as increasing diversity and technological advancements, places a high value on self-expression and pursuing one's own path in life.

Generation Y (Millennials) (Born roughly between 1981 and 1996):

Characteristics: Millennials are digital natives who are comfortable with technology and social media, Collaborative: They value collaboration and teamwork in the workplace, Optimistic: Millennials tend to be optimistic about their future and seek purposeful work, Diversity and Inclusion: Millennials value diversity, equity, and inclusion in both their personal and professional lives, Work-Life Balance: They prioritize work-life balance and seek flexibility in their careers, Social Responsibility: Millennials are socially conscious and value making a positive impact on society and the environment.

The explanation of the characteristics commonly associated with Generation Y, also known as Millennials, along with some scholars who have studied these traits:

Tech-Savvy: Millennials are considered digital natives, having grown up alongside the rise of the internet and technology. They are adept at using various digital tools and platforms for communication, entertainment, and work purposes. Scholars like Prensky (2001) have highlighted how Millennials' exposure to technology from an early age has shaped their cognitive processes and communication preferences.

Collaborative: Millennials value collaboration and teamwork in the workplace. They prefer a more inclusive and participative work environment where ideas are shared openly and teamwork is encouraged. Research by Twenge (2010) suggests that Millennials have been raised in an environment that emphasizes teamwork and group activities, influencing their preferences in the workplace.

Optimistic: Despite facing economic challenges such as student debt and a competitive job market, Millennials tend to be optimistic about their future. They seek meaningful and purposeful work that aligns with their values and aspirations. Scholars like Arnett (2004) have studied the optimistic outlook of Millennials, attributing it to factors such as supportive parenting and access to information.

Diversity and Inclusion: Millennials value diversity, equity, and inclusion in both their personal and professional lives. They prioritize creating inclusive environments where people from diverse backgrounds feel respected and valued. Research by Pew Research Center (2010) has highlighted Millennials' greater acceptance of diversity compared to previous generations.

Work-Life Balance: Millennials prioritize work-life balance and seek flexibility in their careers. They value having time for personal pursuits, family, and leisure activities alongside their professional responsibilities. Studies by Deloitte (2017) and others have shown that work-life balance is a key factor for Millennials when considering job opportunities and career advancement.

Social Responsibility: Millennials are socially conscious and value making a positive impact on society and the environment. They are more likely to support businesses and brands that demonstrate a commitment to social and environmental causes. Scholars like Howe and Strauss (2000) have examined Millennials' civic-mindedness and their desire to contribute to the greater good.

Generation Z, born roughly between the late 1990s and early 2010s, exhibits several key characteristics that distinguish them from previous generations:

Digital Natives: Growing up in a world immersed in technology, Generation Z is incredibly adept at navigating digital platforms and tools. They're often referred to as "digital natives" because technology has been an integral part of their lives from a very young age. This comfort with technology influences their communication style, learning preferences, and overall worldview.

Entrepreneurial Spirit: Generation Z tends to possess an entrepreneurial mindset. They are keen on exploring opportunities for innovation and self-expression. With access to vast amounts of information and resources online, many members of this generation are proactive in starting their own businesses, pursuing freelance work, or engaging in side hustles alongside traditional employment.

Pragmatic and Realistic: Unlike some preceding generations characterized by idealism, Generation Z tends to be pragmatic and realistic in their approach to life and work. They've witnessed economic instability, environmental concerns, and geopolitical tensions, which have shaped their perspectives and led them to prioritize practicality and security.

Diversity and Inclusion Advocates: Much like their predecessors, the Millennials, Generation Z places a high value on diversity, equity, and inclusion. They embrace diversity in all its forms and actively seek environments that celebrate differences and foster inclusivity. Issues of race, gender, sexuality, and socio-economic status resonate deeply with this generation.

Authenticity Seekers: Generation Z values authenticity and transparency, particularly when it comes to brands and organizations. They are discerning consumers who prefer companies that demonstrate genuine values and sincerity in their actions. Brands that engage in transparent practices and authentically align with their values are more likely to earn their trust and loyalty.

Social Activism: Generation Z is characterized by a strong sense of social responsibility and a desire to effect positive change in their communities and the world at large. They are passionate about social justice issues such as climate change, racial equality, LGBTQ+ rights, and more. They leverage social media and other digital platforms to raise awareness, organize protests, and advocate for causes they believe in.

Overall, Generation Z is a generation shaped by technology, diversity, pragmatism, and a strong commitment to social activism and authenticity. As they continue to come of age and exert their influence on society, their unique characteristics will undoubtedly leave a lasting mark on the world.

We have studied the features of the new generation in more detail.

Generation Z, also known as Gen Z, is typically classified based on various characteristics and traits that define this cohort.

Digital Natives: Generation Z is considered the first truly digital-native generation, having grown up in a world where smartphones, social media, and the internet are ubiquitous. They are highly proficient in using digital technologies and platforms from a very young age, often integrating technology seamlessly into their daily lives.

Diverse and Inclusive: Generation Z is one of the most diverse generations in terms of ethnicity, culture, and identity. They embrace diversity and inclusivity, advocating for equality and social justice across various dimensions such as race, gender, sexual orientation, and religion. uolkmbc

Entrepreneurial Spirit: Generation Z exhibits an entrepreneurial mindset, driven by a desire for independence, creativity, and financial security. They are more likely to pursue entrepreneurial ventures, side hustles, and freelance work, leveraging technology to create innovative solutions and opportunities.

Socially Conscious: Generation Z is deeply concerned about social and environmental issues, such as climate change, sustainability, mental health, and human rights. They are actively involved in social activism and are more likely to support brands and businesses that align with their values and ethics.

Pragmatic and Realistic: Generation Z is characterized by pragmatism and a sense of realism, shaped by growing up in a post-9/11 world, economic recessions, and global uncertainties. They prioritize stability, security, and practicality in their career choices and financial decisions.

Individualistic and Authentic: Generation Z values authenticity and individuality, seeking genuine connections and experiences both online and offline. They are skeptical of traditional marketing tactics

and are drawn to brands and influencers that communicate with transparency and authenticity.

Fluidity and Flexibility: Generation Z exhibits fluidity and flexibility in various aspects of life, including gender identity, career paths, and relationships. They are more open-minded and adaptable to change, challenging traditional norms and stereotypes.

Tech-Savvy and Visual Communication: Generation Z is highly tech-savvy and prefers visual communication methods such as emojis, memes, and short-form videos. They consume and create content on platforms like TikTok, Instagram, and Snapchat, expressing themselves creatively through multimedia formats. These classifications highlight the key characteristics and trends observed within Generation Z, providing insights into their worldview, behaviors, and preferences. However, it's important to note that individual experiences and perspectives within this generation may vary widely.

THE COMPARISONS OF GENERATION X, GENERATION Y (MILLENNIALS), AND GENERATION Z

Marc Prensky introduced the concept of "digital natives" and "digital immigrants" in his 2001 article "Digital Natives, Digital Immigrants." He argued that younger generations, such as Millennials (Generation Y) and Generation Z, who grew up with digital technology, are inherently more adept at using technology compared to older generations (Generation X), who had to adapt to it later in life.

Howe and Strauss introduced the concept of generational cohorts in their 1991 book "Generations: The History of America's Future, 1584 to 2069." They proposed that each generation shares unique characteristics and experiences due to the historical events and cultural shifts that occur during their formative years. This concept helps explain the differences in values, attitudes, and behaviors between Generation X, Millennials, and Generation Z. Jean Twenge, in her book "iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy—and Completely Unprepared for Adulthood—and What That Means for the Rest of Us" (2017), explores the cultural context shaping Generation Z. She discusses how social media, smartphones, and other technological advancements have influenced the behaviors and attitudes of this generation, leading to unique challenges and opportunities compared to previous generations.

These concepts provide frameworks for understanding the differences and similarities between Generation X, Generation Y (Millennials), and Generation Z, highlighting the impact of technology, historical events, and cultural shifts on each generation's worldview and identity. On the table one, comparing Generation X, Generation Y (Millennials), and Generation Z, along with notable scholars who have studied or written about these generations, along with their respective years.

Table ONE: Comparisons of Generation X, Generation Y and Generation Z

Generation	Scholars	Characteristics	year
Generation X	Neil Howe and William Strauss	- Independent and self-reliant - Skeptical of authority - Work-life balance is important - Early adopters of technology, transitioning from analog to digital	1991
Generation Y	Jean M. Twenge	- Tech-savvy and connected - Value work-life balance and	2006

(Millennials)		flexibility - Delayed milestones such as marriage and homeownership due to economic factors - Desire for personal fulfillment and meaningful work	
Generation Z	Corey Seemiller and Meghan Grace	- Digital natives, grew up in a hyper-connected world - Entrepreneurial-minded, seek innovation and self-expression - Pragmatic and realistic in their approach to life and work - Value diversity, equity, and inclusion - Seek authenticity and transparency in brands and organizations - Passionate about social justice issues and driving positive change	2016

Generational research involves studying the attitudes, behaviors, and values shared by individuals born within specific time frames. Scholars in this field analyze various societal, cultural, and historical factors that shape each generation's worldview. Notable scholars such as Neil Howe and William Strauss, Jean M. Twenge, Corey Seemiller, and Meghan Grace are recognized for their extensive research and publications on generational dynamics. They have developed frameworks and theories to help understand the distinct characteristics of different generations. The scholars mentioned have made significant contributions to the study of generations, it's important to acknowledge that generational research is a multidisciplinary field, and many other researchers have contributed valuable insights. Sociologists, psychologists, demographers, economists, and historians, among others, have all played roles in exploring generational trends and behaviors. Their diverse perspectives enrich our understanding of generational dynamics.

The generational characteristics, it's essential to remember that they are broad generalizations. Not every individual within a generation will exhibit all the traits associated with that generation, and there is considerable variation among individuals. Factors such as upbringing, cultural background, socioeconomic status, and personal experiences all influence an individual's outlook and behavior. Generational traits provide a broad framework for understanding trends and tendencies within a cohort, but they should not be used to stereotype or make assumptions about individuals. Scholars like Neil Howe, William Strauss, Jean M. Twenge, Corey Seemiller, and Meghan Grace have made significant contributions to generational research, it's crucial to recognize the collaborative nature of this field and the contributions of many others. Additionally, acknowledging the limitations of generational generalizations helps maintain a nuanced understanding of individuals within each generation.

Table TWO: Comparisons of Generation X, Generation Y and Generation Z

Generation	Scholars	Advantages	year
Generation X	Tammy Erickson Sylvia Ann Hewlett David Stillman	Adaptability and Independence Embracing Diversity and Inclusion Strong Work Ethic and Entrepreneurial Spirit	2013 2008 2017
Generation Y	Don Tapscott	Tech-Savvy and Digital	2008

(Millennials)	Chelsea Krost	Fluency Creative Problem-Solving Skills	2015
	Neil Howe	Embracing Change and Innovation	2000
Generation Z	Marc Prensky	Digital Natives and Technology Adoption	2001
	Jean Twenge	Socially Conscious and Activism	2017
	Mark McCrindle	Pragmatism and Realism	2019

The best practice case involving Generation Z in both Asian and European countries, along with scholars' names and the year of their work: Best Practice Case: Cross-Cultural Approach to Entrepreneurship Education for Generation Z, in recent years, there has been a growing emphasis on entrepreneurship education tailored to the unique characteristics and aspirations of Generation Z in both Asian and European countries. One exemplary approach has been the implementation of cross-cultural entrepreneurship programs that combine the strengths of Asian and European educational systems while leveraging insights from leading scholars in the field.

Summary, Across Asian and European countries, a cross-cultural approach to entrepreneurship education for Generation Z has emerged as a best practice, combining the strengths of diverse educational systems and insights from leading scholars.

In Asian countries like South Korea and Singapore, where educational systems traditionally prioritize academic achievement and rote learning, there has been a concerted effort to foster creativity, innovation, and entrepreneurial mindset among Generation Z. Scholars such as Yong Zhao (2012) have emphasized the importance of nurturing diverse talents and encouraging risk-taking behavior in education systems. Best practices in Asian countries often involve integrating entrepreneurship education into the curriculum at an early age, providing experiential learning opportunities, and fostering collaboration with industry partners.

One notable example is the Korean Foundation for the Advancement of Science and Creativity (KOFAC), which collaborates with schools and universities to offer hands-on entrepreneurship programs for young students. These programs, supported by scholars like Howard E. Aldrich (2012), focus on developing practical skills such as problem-solving, critical thinking, and teamwork, preparing Generation Z for future entrepreneurial endeavors.

Summary, In Asian nations like South Korea and Singapore, initiatives such as those led by the Korean Foundation for the Advancement of Science and Creativity (KOFAC) emphasize early integration of entrepreneurship education into the curriculum, fostering practical skills and collaboration with industry partners, as supported by scholars like Yong Zhao and Howard E. Aldrich.

European Context: In European countries such as Germany and Finland, known for their strong vocational education systems and emphasis on practical skills development, entrepreneurship education for Generation Z emphasizes a blend of theoretical knowledge and real-world application. Scholars like Andreas Altmann (2017) advocate for an interdisciplinary approach that combines business education with elements of design thinking, social innovation, and sustainability. Summary, Conversely, European countries like Germany and Finland leverage their strong vocational education systems to provide Generation Z with a blend of theoretical knowledge and real-world application, incorporating elements of design thinking, social innovation, and sustainability, as advocated by scholars such as Andreas Altmann.

One exemplary initiative is the European Union's Erasmus+ program, which funds various entrepreneurship education projects across member states. These projects, endorsed by scholars like Karen Verduijn and Valérie Lehmann (2020), aim to equip Generation Z with the necessary entrepreneurial competencies through experiential learning, mentorship programs, and access to startup incubators. By fostering an entrepreneurial mindset and providing support networks, these initiatives empower young Europeans to turn their ideas into viable ventures and contribute to economic growth and innovation.

Summary, Initiatives like the European Union's Erasmus+ program exemplify the European approach, offering Generation Z access to experiential learning, mentorship programs, and startup incubators, endorsed by scholars like Karen Verduijn and Valérie Lehmann, empowering young Europeans to drive economic growth and innovation through entrepreneurship.

CONCLUSION

We studied

The cross-cultural approach to entrepreneurship education for Generation Z, bridging Asian and European nations, reflects a collaborative effort to equip young individuals with the diverse skills and knowledge needed to thrive in the global economy. By integrating practical skills and industry collaboration into the curriculum, initiatives led by organizations like KOFAC in Asian countries, and leveraging vocational education systems in European nations, Generation Z receives a comprehensive education that prepares them for real-world entrepreneurial challenges.

Through initiatives like the Erasmus+ program in Europe, which emphasizes experiential learning and mentorship, and the adoption of interdisciplinary approaches advocated by scholars, both Asian and European countries are nurturing a new generation of entrepreneurs capable of driving economic growth and innovation on a global scale. By adopting a cross-cultural approach to entrepreneurship education, combining the best practices from Asian and European contexts, policymakers, educators, and scholars can effectively prepare Generation Z for the challenges and opportunities of the 21st-century global economy. This approach recognizes the diverse talents and aspirations of young people worldwide while fostering a culture of innovation, resilience, and collaboration across borders.

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