**The Generation Gulf**

**Baby Boomers**

Boomer Birth Years: 1946 to 1964

Current Age: 57 to 75

Generation Size: 71.6 million

Media Consumption: Baby boomers are the biggest consumers of traditional media like television, radio, magazines, and newspaper. Despite being so traditional, 90% of baby boomers have a Facebook account. This generation has begun to adopt more technology in order to stay in touch with family members and reconnect with old friends.

Shaping Events: Post-WWII optimism, the cold war, and the hippie movement.

**Generation X**

 Gen X Birth Years: 1965 to 1979/80

 Current Age: 41 to 56

Other Nicknames: "Latchkey" generation, MTV generation

 Generation Size: 65.2 million

 Media Consumption: Gen X still reads newspapers, magazines, listens to the radio, and watches TV (about 165 hours' worth of TV a month). However, they are also digitally savvy and spend roughly 7 hours a week on Facebook (the highest of any generational cohort).

Shaping Events: End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.

**Generation Y (Millennials)**

Millennial Birth Years: 1981 to 1994/6

Current Age: 25 to 40

Other Nicknames: Gen Y, Gen Me, Gen We, Echo Boomers

Generation Size: 72.1 million

Media Consumption: 95% still watch TV, but Netflix edges out traditional cable as the preferred provider. Cord-cutting in favor of streaming services is the popular choice. This generation is extremely comfortable with mobile devices, but 32% will still use a computer for purchases. They typically have multiple social media accounts.

Shaping Events: The Great Recession, the technological explosion of the internet and social media, and 9/11

**Generation Z**

 Gen Z Birth Years: 1997 to 2012/15

Currently Aged: 6 to 24

 Other Nicknames: iGeneration, Post-millennials, Homeland Generation

Generation Size: 68 million

Media Consumption: The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents' mobile phones or tablets. They have grown up in a hyper-connected world and the smartphone is their preferred method of communication. On average, they spend 3 hours a day on their mobile device.

Shaping Events: Smartphones, social media, never knowing a country not at war, and seeing the financial struggles of their parents (Gen X).

**Things the youth of today will never experience**

**Awkwardly Asking to Speak to the Right Person During a Call**

Teenage years can be awkward enough—calling a crush at their house and having to converse with their parents before you could speak to them just exacerbated things. These days most teens already have their own phones, and (let's be real) likely text instead of calling, anyways.

**Running Out of Blank Disks**

Back in the day, a "cloud" was just something in the sky, and we needed a stash of floppy disks to save our files. Things improved when we started burning CDs—but only slightly.

**Being Unable to Read Someone's Handwriting**

Fonts have replaced penmanship in the digital age. Since we read most things as text on a screen, we no longer have to spend endless minutes trying to decipher an important memo. (Is that an "A" or an "O?")

**Standing in Line for Tickets**

Buying tickets to a concert is still no picnic, but at least now young people can discover if the tour is sold out from the comforts of their computer, rather than after camping out in a long line.

**Losing Touch With Childhood Friends**

This one is a blessing and a curse: Teens today no longer have to flip through old yearbooks wondering about the whereabouts of old classmates. Chances are they still follow each other [on social media](https://www.countryliving.com/life/a35881/facebook-hacks/) , even if they haven't actually spoken in years.

**Waiting for Film to Develop**

Dropping off your film at the drive-up photo store, then waiting days to find out there wasn't a single shot with everybody's eyes open. Or forgetting to buy [flash cubes](http://camerapedia.wikia.com/wiki/Flashcube#Flashcubes) so all your photos were dark and fuzzy.

**Not Having a Cell Phone**

Looking for a pay phone to make a call and hoping you had enough change to do it

**Trying to Figure Out Directions Sans GPS**

Figuring out how to fold an actual paper map the right way. And, oh, yeah, and learning to read an actual paper map!

**Waiting for Your Favorite Song to Come On the Radio to Record It**

Spending hours trying to make the perfect mix tape for your crush. Or trying to untangle a cassette tape if it got yanked off the little wheels.

**Not Having Options at School**

Being required to take Home Ec class while the boys got to take Shop.

**Writing on Chalkboards**

Writing lines on the chalkboard ("I will not talk or pass notes in class") is a punishment of the past.

**Remember a Phone Number**

Now mobile phone users just hit a contacts name, there’s no reason to commit a phone number to memory. One twitter user asked his friends to memorize a single 10 digit phone number, not one could manage it.

**Doorknobs**

Already verboten in Vancouver, doorknobs are going the way of the dodo, in favour of more accessible lever handles. Faucets with knob temperature controls, too, are being legislated out of existence, to be replaced by—you guessed it, levers. Folks with arthritic hands will have an easier time, no doubt—and those pretty cut-glass doorknobs you find in old turn-of-the-century homes might make pretty, if heavy, Christmas tree ornaments.

**Phone books, dictionaries, and encyclopaedias**

We were tempted to make this item “books” generally, but kids are still reading real books for the time being—just not for reference purposes. With the advent of Google, reference books are firmly a thing of the past.

**Rolling down car windows**

This is closely related to “leaning over to unlock someone’s door.” And, for that matter, “opening the car by putting a key in the lock.” And even “starting the car with a key.” Boy, driving has changed since the days of no air conditioning, no airbags, no seatbelts and one radio station that the entire car had to listen to.

**Driving**

Finally, experts say that all children born from now on will likely never experience the need to get a driving license. Self-driving cars are already a reality, and look to become the main private vehicle within ten years, and perhaps not long after humans will not be trusted to drive at all.