

# GENS AND MICROGENS

## FOCUS AND VALUES TIMELINE

- + Family-Oriented Parents
- + Add Resource Abundance
- + Add Civil Rights Era

### COMMUNITY ORIENTED BABY BOOMERS

1946-  
1964

- + Add Less Abundance
- + Add Television
- + Add Tough Job Market

### COMPETITION ORIENTED GENERATION JONES

1954-  
1965

- + Add Tighter Resources
- + Add Less Focus on Youth
- + Add Pragmatism

1965-  
1980

### WORK-LIFE BALANCE ORIENTED GENERATION X

- + Add Still Tightening Resources
- + Add Cold War, Satanic Panic, and Other Fears
- + Add Cynicism

### VALUES ORIENTED XENNIALS

1977-  
1983

- + Add Internet
- + Add Terrorism Events
- + Add Social Media

1981-  
1996

### RELATIONSHIP ORIENTED MILLENNIALS

- + Add Social Media Persona Development
- + Add Internet Meme Culture
- + Add Growing Social Consciousness

### CULTURE ORIENTED ZILLENNIALS

1993-  
1998

- + Add Social Mega-Movements
- + Add Digital Information Overwhelm
- + Add Covid

1997-  
2012

### SELF-CARE ORIENTED GENERATION Z

- + Add Covid-related Isolation
- + Add Online Connectivity
- + Add Low Tolerance for Complication

### FRIENDSHIP ORIENTED GEN ZALPHA

2008-  
2014

- + Add Affordability Crisis
- + Add Social Unrest
- + Add Generative AI

2013-

### FUTURE ORIENTED GENERATION ALPHA