



Generations

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Which Generation are You?

Generation Name	Births Start	Births End	Youngest Age Today*	Oldest Age Today*
The Silent Generation	1925	1945	76	96
Baby Boomer Generation	1946	1964	57	75
Generation X (Baby Bust)	1965	1979	42	56
Xennials	1975	1985	36	46
Millennials Generation Y, Gen Next	1980	1994	27	41
iGen / Gen Z	1995	2012	9	26
Gen Alpha	2013	2025	1	8

WHO ARE MILLENNIALS?

- Millennials, also known as Generation Y or Gen Y, are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years, with the generation typically being defined as people born from 1981 to 1996. Most millennials are the children of baby boomers and early Gen Xers; Millennials are often the parents of Generation Alpha.

Workplace attitude

In 2008, author Ron Alsop called the millennials "Trophy Kid", a term that reflects a trend in competitive sports, as well as many other aspects of life, where mere participation is frequently enough for a reward. It has been reported that this is an issue in corporate environments. Some employers are concerned that millennials have too great expectations from the workplace. Some studies predict they will switch jobs frequently, holding many more jobs than Gen Xers due to their great expectations. Psychologist Jean Twenge reports data suggesting there are differences between older and younger millennials regarding workplace expectations, with younger millennials being "more practical" and "more attracted to industries with steady work and are more likely to say they are willing to work overtime" which Twenge attributes to younger millennials coming of age following the financial crisis of 2007–2008.

WHO ARE ZOOMERS?

- Generation Z (or Gen Z for short), colloquially also known as zoomers, is the demographic cohort succeeding Millennials and preceding Generation Alpha. Researchers and popular media use the mid-to-late 1990s as starting birth years and the early 2010s as ending birth years. Most members of Generation Z are children of Generation X.
- Around the world, members of Generation Z are spending more time on electronic devices and less time reading books than before, with implications for their attention span, their vocabulary and thus their school grades, as well as their future in the modern economy.

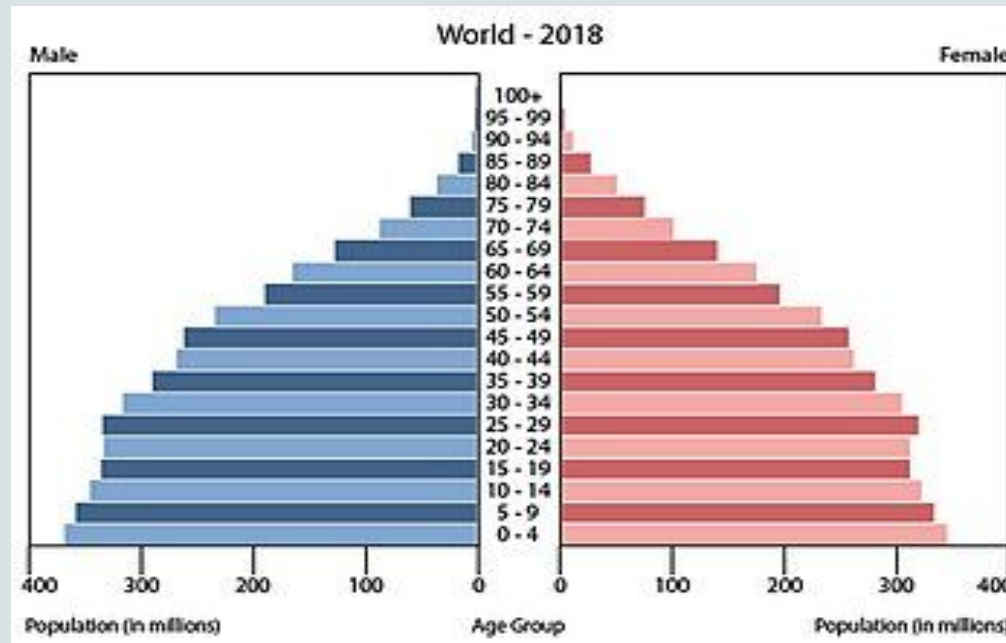
In the workforce

- [Goldman Sachs](#) analysts Robert Boroujerdi and Christopher Wolf described Generation Z as "more conservative, more money-oriented, more entrepreneurial and pragmatic about money compared with Millennials." In 2018, as the number of robots at work continued to increase, the global unemployment rate fell to 5.2%, the lowest in 38 years. Current trends suggest that developments in artificial intelligence and robotics will not result in mass unemployment but can actually create high-skilled jobs. However, in order to take advantage of this situation, one needs a culture and an education system that promote lifelong learning. Honing skills that machines have not yet mastered, such as teamwork and effective communication, will be crucial.

And finally... WHAT'S GENERATION ALPHA LIKE?

- Generation Alpha (or Gen Alpha for short) is the demographic cohort succeeding Generation Z. Researchers and popular media use the early 2010s as starting birth years and the mid-2020s as ending birth years. Named after the first letter in the Greek alphabet, Generation Alpha is the first to be born entirely in the 21st century. Most members of Generation Alpha are the children of Millennials.

- As of 2015, there were some two and a half million people born every week around the globe; Generation Alpha is expected to reach two billion by 2025. For comparison, the United Nations estimated that the human population was about 7.8 billion in 2020, up from 2.5 billion in 1950. Roughly three-quarters of all people reside in Africa and Asia in 2020. In fact, most human population growth comes from these two continents, as nations in Europe and the Americas tend to have too few children to replace themselves.



PREDICTIONS FOR GENERATION ALPHA

As of 2020, the latest demographic projections from the United Nations predict that there would be 8.5 billion people by 2030, 9.7 billion by 2050, and 10.9 billion by 2100. U.N. calculations assume countries with especially low fertility rates will see them rise to an average of 1.8 per woman. However, a 2020 study by researchers from [Institute for Health Metrics and Evaluation](#) (IHME), University of Washington, published in the Lancet projected there would only be about 8.8 billion people by 2100, two billion fewer than what the U.N. predicted. This was because their analysis suggested that as educational opportunities and family planning services become more and more accessible for women, they would choose to have no more than 1.5 children on average. A majority of the world's countries would continue to see their fertility rates decline, the researchers claimed. In particular, over 20 countries—including China, Japan, South Korea, Thailand, Spain, Italy, Portugal, and Poland—would find their populations reduced by around half or more. Meanwhile, sub-Saharan Africa would continue to experience a population boom, with Nigeria reaching 800 million people by century's end. Lower-than-expected human population growth means less stress on the environment and on food supplies, but it also points to a bleak economic picture for the greying countries. For the sub-Saharan African countries, though, there would be considerable opportunity for growth. The researchers predicted that as the century unfolds, major but aging economies such as Brazil, Russia, Italy, and Spain would shrink while Japan, Germany, France, and the United Kingdom would remain within the top ten. India would eventually claim the third spot. China would displace the United States as the largest economy in the world by mid-century, but would return to second place later on.