FMS-325
Students Notes

Lectures Related
To
Values and Generations
Factors Influencing Values

1930s:

1940s:

1950s:

1960s:

1970s:

1980s and 1990s:
Generations

Historical view of generations in US -- repeating cycles since 1584 to present (except for Civil War period)

Four Stages of Life
1. 
2. 
3. 
4. 

Characteristics of a Generation
- Lasts 22 years (+/- 3 to 5 years)
- Share common beliefs and behavior, but not uniform across all members
- Perceived membership in the generation
- Values remain constant
- Contain three types of people:
  1. Directive – set overall tone
  2. Directed – follow and legitimize mindset of peers
  3. Suppressed – Withdraws from peers’ viewpoint

Recent US Generations:

<table>
<thead>
<tr>
<th>Cycle</th>
<th>Generation Name</th>
<th>Generation Type</th>
<th>Birth Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Power</td>
<td>Missionary</td>
<td>Idealist</td>
<td>1860-1882</td>
</tr>
<tr>
<td></td>
<td>Lost</td>
<td>Reactive</td>
<td>1883-1890</td>
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<tr>
<td></td>
<td>G.I.</td>
<td>Civic</td>
<td>1901-1924</td>
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<tr>
<td></td>
<td>Silent</td>
<td>Adaptive</td>
<td>1925-1942</td>
</tr>
<tr>
<td>Millennial</td>
<td>Boom</td>
<td>Idealist</td>
<td>1943-1960</td>
</tr>
<tr>
<td></td>
<td>Thirteenth</td>
<td>Reactive</td>
<td>1961-1981</td>
</tr>
<tr>
<td></td>
<td>Millennial</td>
<td>Civic (?)</td>
<td>1982 -</td>
</tr>
</tbody>
</table>
Four Types of Generations:

1. A dominant, inner-fixated IDEALIST generation...
   grows up as increasingly indulged youths after a secular crisis
   comes of age inspiring a spiritual awakening
   fragments into narcissistic rising adults
   cultivates principle as moralistic midlifers
   emerges as visionary elders guiding the next secular crisis

2. A recessive REACTIVE generation...
   grows up as under-protected and criticized youths during a spiritual awakening
   matures into risk-taking, alienated rising adults
   mellows into pragmatic midlife leaders during a secular crisis
   maintains respect (but less influence) as reclusive elders

3. A dominant, outer-fixated CIVIC generation...
   grows up as increasingly protected youths after a spiritual awakening
   comes of age overcoming a secular crisis
   unites into a heroic and achieving cadre of rising adults
   sustains that image while building institutions as powerful midlifers
   emerges as busy elders attacked by the next spiritual awakening
4. A recessive ADAPTIVE generation...
   Grows up as overprotected and suffocated youths during a secular crisis
   matures into a risk-averse, conformist rising adults
   produces indecisive midlife arbitrator-leaders during a spiritual awakening
   maintains influence (but less respect) as sensitive elders

Social Moment
A social moment is:

Secular Crises – society focuses on reordering the outer world of institutions and
public behavior

Spiritual Awakenings – society focuses on changing the inner world of values and
private behavior

** Social moments are normally separated by two phases of life (~40 - 45 years) and
alternate in type between secular crises and spiritual awakenings.

Four Different Eras

1. An AWAKENING ERA (Idealists coming of age) triggers cultural creativity and the
   emergence of new ideals, as institutions built around old values are challenged by the
   emergence of a spiritual awakening.

2. In an INNER-DRIVEN ERA,

3. A CRISIS ERA (Civics coming of age) opens with growing collective unity in the face
   of perceived social peril and culminates in a secular crisis in which danger is overcome
   and one new set of ideals triumphs.
In an OUTER-DRIVEN ERA (Adaptives coming of age), society turns toward conformity and stability, triumphant ideals are secularized, and spiritual discontent is deferred.

**Boom Generation**

Sample Members:

**Unique Characteristics:**
- Only 2% attended institutional child care
- Worsening trends – crime, drunk driving, teen unemployment, divorce, etc.
- 17 year slide in SAT scores but also grade inflation
- Vietnam War handled badly by G.I. generation
- Left "established" churches for New Age and evangelical churches
- Dual income households prevented decline of standard of living for families

[GENERATION FLOWS Diagram]

SOURCE: Adapted from Strauss and Howe, 1991
Thirteenth Generation
Sample Members:

Unique Characteristics:
• Parental divorce had biggest impact on this generation
• End of grade inflation
• First time a generation is less college educated than previous one
• Increased risk of dying from non-disease factors
• Has assumed shift of the Federal Deficit