**Generation Text**

**Raising Well Adjusted Kids In An Age Of Instant Everything**

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**My Goals:**

1. Understand the subtle and overt influences on the psychological development of the Generation Text Child.

2. Understand the unique dynamics and strategies needed to parent and work with Generation Text.

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**Your Goal:**

Raise happy, well adjusted children.
Outline

Awareness of change in the world
What has happened
Why it has happened
What to do about it

A world without . . .

- Facebook?
- Smart Phones?
- Cell phones?
- The Internet?
- Computers?
- Satellite or cable TV?
- Fax machines?
- Microwave ovens?
- Hand held calculators?

It's A Different World

Impact of Technology and Culture
1968—parents had to keep tabs on their kids around town or neighborhood
2012—kids can go anywhere in the world without leaving their bedroom

How many of you could call your friends while walking down the street or riding in a car when you were teenagers?
Cook a pizza in a minute and a half?
Conduct extensive research for a history paper without going to the library?
Keep track of breaking news minute to minute?
Get free music and movies without going to a store?
Watch your favorite cartoons at 3:00 AM, or whenever you wanted?

What affects a child’s personality?

Biology
Environment

A Generation Ago Children Influenced By:
- Parents
- Extended Family Members
- Other Adults (Teachers, Coaches)
- Peers
- Media: Magazines, Radio & Television (relatively tame compared to today)
A Generation Ago Peer Influence Was Limited To:

- Telephone (land line)
- Neighborhood
- School

Today’s Unique Challenge for Educators and Parents

How are you going to accomplish your goal when . . . ??????

Technology has magnified the influence on the psychological development of Generation Text.
Technology is not a factor in the culture— it has become a conduit that determines the culture.

Massive bombardment of messages from:

- Cell phone calling
- Cell phone texting
- Instant messaging
- Email
- Social Networking
Massive bombardment of messages from:

**Internet Sites**
- Accessed from PC’s
- Accessed from Laptops
- Accessed from Mobile/Smart phones

Massive bombardment of messages from:

**Media**
- 724 Digitally generated TV satellite stations
- Broadcast and satellite radio transmissions
- Magazines (ads & articles)
- Billboards

Media & Marketing
It’s not just, “I would like to have a coffee.”

I want a …
✓ Grande
✓ Decaf
✓ Soy
✓ Macchiato
✓ Extra syrup
✓ Extra Hot
✓ Whip cream
✓ Chocolate sprinkles

People Magazine Advertisement
Cultural Impact

- Technological access
- Excess of material possessions and privileges
- Parenting Styles
- Competitive society
- Complex society—age of specialization & options—making deciding difficult—OJ example

Case Study: Orange Juice

Container Choices
- Glass
- Frozen Can

Case Study

Container Choices
- Glass
- Plastic
- Carton
- Frozen
- Juice box
- pouches
### OJ Varieties

1. Concentrate
2. Fresh-squeezed
3. Premium
4. Grovestand
5. Homestyle
6. Vitamin D fortified
7. Vitamin C enhanced
8. Tangerine orange
9. With calcium
10. Calcium pulp free
11. Calcium and vitamin D enhanced
12. With pulp
13. No pulp
14. Some pulp
15. Lots of pulp
16. Extra pulp
17. Tangy orange
18. Banana orange
19. Pineapple orange
20. Strawberry orange
21. Orange grapefruit
22. Reduced acid
23. Heart-wise
24. “healthy kids”
25. “Immunity Defense”
26. Light N healthy
27. Organic
28. Fair trade
29. Low acid
30. Lots of Pulp
Justin:

Justin: “Mom, give me Amex card, I want to get a new Lacrosse stick on line.”
Mom: “I just bought you a new Lacrosse stick 3 weeks ago.”
Justin: “This is a better one.”
Mom: “Ok, but this is the last time.”

• Immediate access to mom
• Shopping on school night at 9:00 PM
• Demands credit card
• Parents pursuing career
• Parents indulge him
• Wants a better one.

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Generation Text:
The Access And Excess Child

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Should we be worried about Generation Text?
Yes

- Attitudes
- Values
- Behavior
- Work ethic
- Social skills/relationships
- Respect for authority
- Social acceleration
- Acquisition acceleration

Social Acceleration
Acquisition Acceleration

21st Century Parenting
**Child Centered Families**

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**Yes Parenting**

- Kids push more than ever with tunnel vision syndrome
- Competitive cultural climate
- Parenting by guilt

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**Guilt Driven Parenting**

- 50% divorce rate
- Two parent families working
- Excessive work schedules
- Overnight travel
I Want It Now

Immediate Gratification

Gratification Muscle

- Must be shaped gradually
- Must be consistently worked on
- Must maintain muscle tone
- Once established it is easier to maintain muscle tone
- No pain—no gain

Balanced Families
Work Ethic
Play Now, Play Later

Well Adjusted Kids Have a good work ethic
- Sense of industry
- Ambition
- Ability to work independently
- Ability to work up to potential

Work Ethic
- Sense of entitlement
- It’s good enough
- Low stamina
- Do not take initiative—need to be told
- Do not go the extra mile
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Developing Work Ethic

- Gotta's and wanna's
- Perspective and humility
- Community service—first hand experience
- Donate old unused stuff
- Organize time by providing schedules with rewards

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Developing Work Ethic

- Promote independence
  - From adult help
  - From electronics
- Setting goals
- Earn it—Enjoy
- Learn value of money
- Learn value of possessions

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You will need to:

- Integrate work ethic in family environment
- Actively teach skills for good work ethic
- Recognize, discuss, & appreciate what you have—never take for granted
- Model positive work ethic
- Perspective
- Time management
- Work time vs. play time
- Limit access to electronics when approp.
- Promote self reliance
- Set goals and follow through
Positive Role Models

- Treat others with care and consideration
- Respect for bodies, feelings, time, and possessions
- Positive work ethic
- You are human and make mistakes
- Maintain strong convictions even when unpopular
- Be flexible and understanding
- Manage responsibilities
- Respect rules of society
- Know when to handle something on your own and when to ask for help

Teachable Moments

- While viewing TV, commercials, movies
- Accidental encounters on Internet or in media
- Real life situations

Social Relationships
Friends, Family, and Strangers
Social skills in the Digital Age

- General–heightened awareness of social world–technology makes it easy (access)
- Observation–access makes it easier and with mobility to experience social arena even beyond face–to–face
- Direct Teaching–layers of privacy without benefit of adult guidance
- Practice–social emphasis and much opportunity

Written Communication
Social Nuances Missed

- A woman, without her man, is nothing
- A woman, without her, man is nothing

Internet and Texting Coaching

- Encourage them to come to you when uncomfortable or confused
- Teach them what is okay and what is not
  - My address is 4 Topaz Dr., Wilmington, DE
  - I like to wear bright colors, even in winter
  - I think Marcia’s boyfriend is so hot. I would go out with him in a minute
  - I would have sex if it was the right person
  - I hope we have a snow day tomorrow
Walking The Tightrope
Balancing Wants and Needs

Reality Checks

- Do you think I am being too strict?
- Am I being too easy on them?
- Am I overly controlling?
- Am I overly involved?
- What am I not doing enough of with the kids?

Questions?

- How do parents know what is normal for kids today?
- How do parents deny their kids things that their friends have without making them social outcasts?
- How can parents decide what is appropriate for each of their kids without compromising safety issues and the morals and values they want them to have?
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Determining What is Okay

- Everyone has it
- Everyone is going

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Determining What is Okay

- Is it safe?
- Does it contradict fundamental morals or values?
- Is it financially extravagant?
- Does it socially accelerate?

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The Big Picture

- Is he generally responsible?
- What is her level of maturity?
- Does he usually use good judgment?
- Is she honest?
- How does he cope with failure?

- Does she control her feelings well?
- What are his social skills like?
- Does she usually follow rules?
- Is he a good judge of character?
- Do you approve of her friends
Making Technology Work

Specific Recommendations

What Parents Need To Do

- Make technology available
- Teach appropriate use
- Observe and listen
- Seize the moment
- Master the technology
- Capitalize on the full power
- Use technology to compensate for weaknesses
What Parents Need To Do

- Cell phones, iPads, laptops, Facebook are privileges
- Do not give them unless you have password and screen names
- Set time of day limits
- Set amount of time limits
- Check intermittently
- Insist on face to face at times
- No cell phones at meals or other family times
- Plan screen free days

General Recommendations

Integrating The Old And New
Regaining Control
Encourage kids to engage in both old and new cultural offerings

Regain Control:

Take Back The Power

Ten Rules of Contemporary Parenting

1. Emphasize the importance of family
2. Unconditional Love and Balance
Ten Rules of Contemporary Parenting

3. Consciously define fundamental values

4. Constantly evaluate normalcy

5. Practice active parenting

6. Model behavior consistent with moral character

7. Keep pace with technology and youth culture

8. Establish and maintain appropriate limits
Ten Rules of Contemporary Parenting

9. Work toward a healthy balance
10. Use the Generation Text culture to benefit your child

Generation Text is poised to become the most well informed, literate and socially adjusted generation ever.

Ultimate Goal:

Transform “Generation Text” into “Generation Best.”