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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.



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Outline

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

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A world without . . .

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

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It's A Different World

**Impact of Technology
and Culture**

Google

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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 in 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?

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What affects a child's personality?

Biology

Environment

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A Generation Ago Children Influenced By:

- Parents
- Extended Family Members
- Other Adults (Teachers, Coaches)
- Peers
- Media: Magazines, Radio & Television (relatively tame compared to today)

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A Generation Ago Peer Influence Was Limited To:

- Telephone (land line)
- Neighborhood
- School

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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.

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Massive bombardment of messages from:

Today's 24/7 Peers

- Cell phone calling
- Cell phone texting
- Instant messaging
- Email
- Social Networking

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Massive bombardment of messages from:

Internet Sites

- ✓ Accessed from PC's
- ✓ Accessed from Laptops
- ✓ Accessed from Mobile/Smart phones

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Massive bombardment of messages from:

Media

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

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Media & Marketing



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It's not just, "I would like to have a coffee."


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Sophisticated

I want a ...

- ✓Grande
- ✓Decaf
- ✓Soy
- ✓Macchiato
- ✓Extra syrup
- ✓Extra Hot
- ✓Whip cream
- ✓Chocolate sprinkles



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"MIND-BLOWINGLY INAPPROPRIATE"
— PARROT TELEVISION GAZETTE

People Magazine

Advertisement

GOSSIP GIRL
NEW SEASON EVERY DAY
MONDAYS 8/7c
CW

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Calvin Klein Ads



Media
Influence

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You want to change this:



Technology


Parents

Culture

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To this:



Technology

Parents

Culture

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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

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Case Study: Orange

Container Choices

- ▶ Glass
- ▶ Frozen Can



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Case Study

Container Choices

- ▶ Glass
- ▶ Plastic
- ▶ Carton
- ▶ Frozen
- ▶ Juice box
- ▶ pouches



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OJ Varieties

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

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Generation Gap



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Generation Crater



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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?**

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Yes 

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

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**Social Acceleration
Acquisition Acceleration**



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21st Century Parenting

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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



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I Want It Now

Immediate Gratification

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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

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Balanced Families

```
graph TD; YOU((YOU)) --- Couple((Couple)); YOU --- Family((Family)); YOU --- EachChild((Each Child)); YOU --- Self((Self)); YOU --- Work((Work)); YOU --- Friends((Friends));
```

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Work Ethic
Play Now, Play Later

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Well Adjusted Kids Have a good work ethic

- ▶ Sense of industry
- ▶ Ambition
- ▶ Ability to work independently
- ▶ Ability to work up to potential

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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

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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

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Teachable Moments

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

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Social Relationships

Friends, Family, and Strangers

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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

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Written Communication Social Nuances Missed

- ▶ A woman, without her man, is nothing

- ▶ A woman, without her, man is nothing

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Internet and Texting Coaching

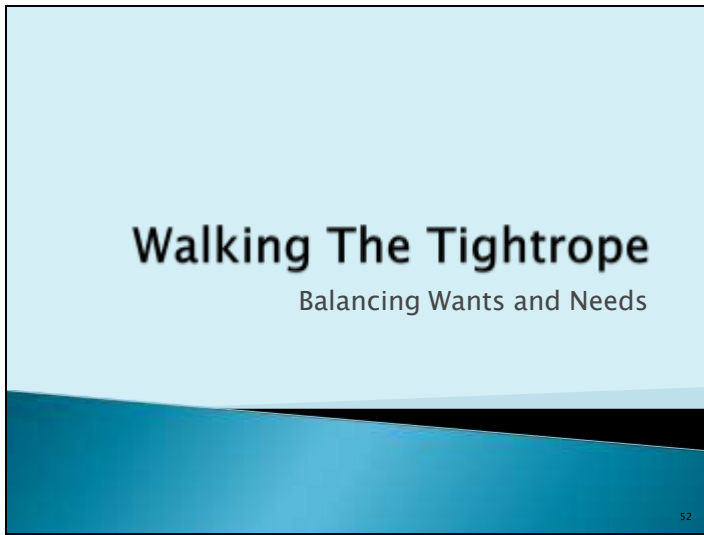
- ▶ Encourage them to come to you when uncomfortable or confused
- ▶ Teach them what is okay and what is not
 - My address is 4 Topaz Dr., Wilmington, DE
 - I like to wear bright colors, even in winter
 - I think Marcia's boyfriend is so hot. I would go out with him in a minute
 - I would have sex if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

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Walking The Tightrope

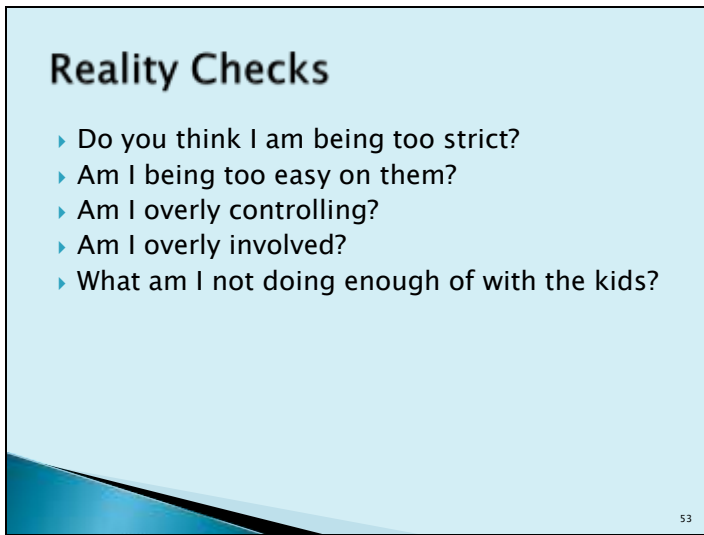
Balancing Wants and Needs



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Reality Checks

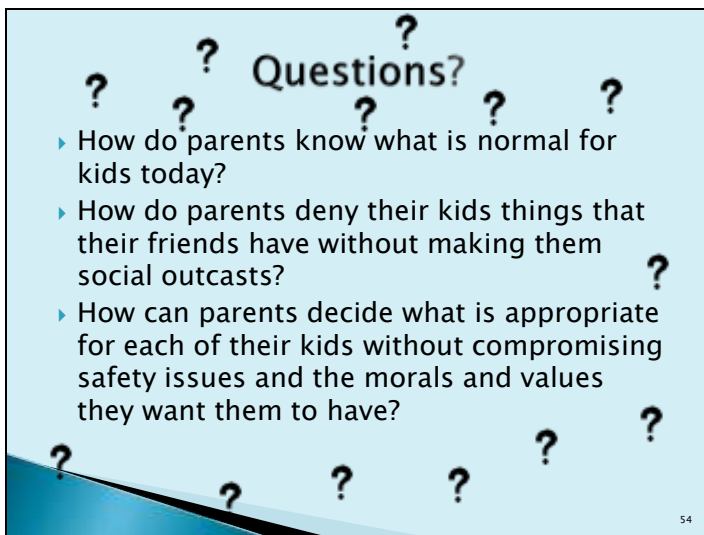
- ▶ Do you think I am being too strict?
- ▶ Am I being too easy on them?
- ▶ Am I overly controlling?
- ▶ Am I overly involved?
- ▶ What am I not doing enough of with the kids?



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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?	▶ Does she control her feelings well?
▶ What is her level of maturity?	▶ What are his social skills like?
▶ Does he usually use good judgment?	▶ Does she usually follow rules?
▶ Is she honest?	▶ Is he a good judge of character?
▶ How does he cope with failure?	▶ Do you approve of her friends?

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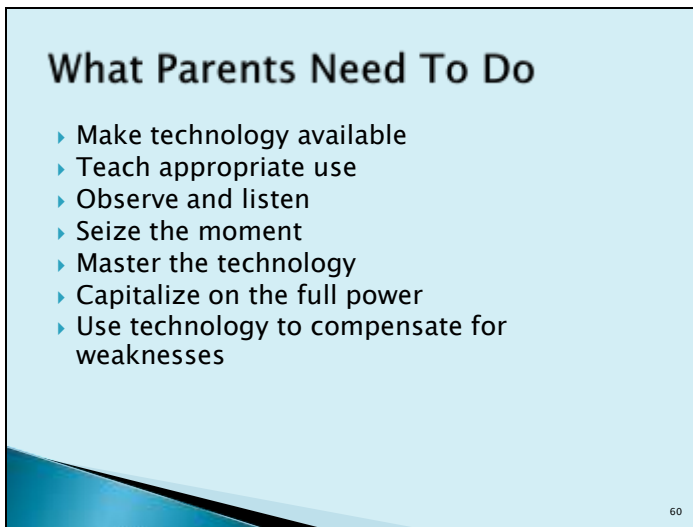
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What Parents Need To Do

- ▶ 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

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General Recommendations

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Integrating The Old And New

Regaining Control

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Renaissance Child

- ▶ Encourage kids to engage in both old and new cultural offerings

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Regain Control:



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Ten Rules of Contemporary Parenting

1. Emphasize the importance of family
2. Unconditional Love and Balance

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Ten Rules of Contemporary Parenting

- 3. Consciously define fundamental values
- 4. Constantly evaluate normalcy

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Ten Rules of Contemporary Parenting

- 5. Practice active parenting
- 6. Model behavior consistent with moral character

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Ten Rules of Contemporary Parenting

- 7. Keep pace with technology and youth culture
- 8. Establish and maintain appropriate limits

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Ten Rules of Contemporary Parenting

9. Work toward a healthy balance

10. Use the Generation Text culture to benefit your child

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

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Ultimate Goal:

Transform "Generation Text"

into

"Generation Best."

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