

WE RAN A GAMESTORMING EXERCISE WITH UNDERGRADUATE UNIVERSITY STUDENTS AND ASKED THEM TO “GENERATE AN IDEA ABOUT HOW YOUR GENERATION IS DIFFERENT FROM PREVIOUS GENERATIONS”. THESE ARE THE RESULTS:

Much easier to tweet. 100s of people watching what you're doing, liking photos providing distraction.

More access to government information with more transparency from independent sources.

Has the habit now to interact with others (online). We are becoming very introverted.

Less fit and active as there is virtual entertainment. Physical activity is less desirable kids rather play fifa than football.

People can speak more than one language.

We are more travelled due to globalisation and air travel being affordable and easily accessible.

We eat more foreign cuisine's as they are very accessible.

We work with all kinds of cultures.

We're willing to move out from our countries to survive and live new experiences.

Much less prejudicial of the unknown or people unlike us.

We are more open to other cultures and foreign ways of living.

You are available to multitask more because nowadays our society is under loads of pressure and stress.

High stress lifestyles and careers are fashionable and desirable.

We aspire to outperform our parent generations and also support them whilst they are alive.

We are overexposed to influences our older generations were not due to the internet.

We share our experiences on the internet via social media. Older generations talked or wrote them down.

We care too much of our looks.

Technologically advanced through using and developing ideas on computers.

We are more prepared, we work and study since we are teenagers.

Much lazier, spoilt from early on which leads to materialism.

Technologically competent.

The use of technology has almost alienated us from some traditional processes like using calculators or using our brains.

We are less sociable due to social media. Because everyone is on social media, we don't talk traditionally.

Media influence and viral crazes. We are a Snapchatting, 3D printing, copy and pasting, fat generation.

Dish washers mean we don't have to wash dishes manually.

People use mobile phones a lot more in the last 20 years.

The prospect of robots.

First robots on mars.

Can pay technology to do things for us.

Machines building machines.

No more food rations.

No world wars.

Life is easier for us and we are living longer.

Better medicinal equipment and drugs.

Stability of societies.

Fresh ideas in relations to a new concept of fast learning.

More supports, but fake stability because of terrorism.

Political, social and economic crisis

Other countries offering their international student loans which may surpass our £9000.

Socially awkward generation.

New technology helps to aid the development of different products at a faster rate.

Boom in Chinese economy.

High number of people travelling for education.

Not just for education, migrating for a better quality of life.

Global industries emerged and integrated into society.

Helps to benefit the local community, provides employment and encourages the improvements of facilities.

Introduction of next gen consoles and virtual reality becoming possible, alongside 360 degree videos.

Introduction of smart phones and smart TV's.

The world is connected through gadgets.

Use of social media to connect with childhood friends who you lose touch with. Also promotes cyber bullying.

People getting paid through platforms such as YouTube.

YouTube can also become a teacher.

LinkedIn can help refer you to a manager as a potential candidate.

More opportunities worldwide, which are becoming less achievable

More lazy people.

Culture diversification.

Technology is improving with the advent of social media.

Ideas/opinions formed more through internet.

New fashion trends.

Models don't need to be skinny anymore.

More problems with immigration.

We know more about industries now than ten years ago.

Owning mobile phones as young people.

Seen the rise of terrorism.

Gay marriage is more open

World is more accepting of differences between people.

Higher ethnic diversity within UK.

The rise of techno/garage/house music.

Pollution is at its highest.

Evolution of online lectures.

More in touch with technology.

Saw smart phones come out and grow.

New facilities introduced at university.

Travelling is not an expensive thing anymore.

Tuition fees are now massive

Online streaming services available, e.g. Netflix.

The rise of online social media models.

Can be famous for being useless.

Rise of wealth in the Middle East.

Oil power.

Brought up with tons of social media.

Lived in two centuries.

Improved transportation.

Quality of life/quality of food.

Digital TV is now standard.

More environmentally aware.

Wi-Fi and fibre optic.

LGBT rights.

Information is readily available.

People are more open to different religions

NSA spying on people's calls and Obama introduced healthcare.

Lack of time

Police brutality in the USA.

Isis.

Food is more processed.

People are open to cultures

Easier access to information.

Expensive living.

Digital Marketing.

Better standard of living.

Better infrastructure.

Climate change activists.

Fashion is more multicultural

Environmentally conscious

More pollution.

People only want one or two kids.

YouTube millionaires.

Health issues at a young age.

Technologically advanced.

Got to use VCR, DVD and stream.

Spoilt for choice.