



# Employee Expectations, Demands, and Behavior of the Next Generation's Workforce—Is Your Company Ready?

Chapter 1  
September 21, 2011

# The Way We Socialize And Entertain Ourselves: Times Have Changed

## THEN



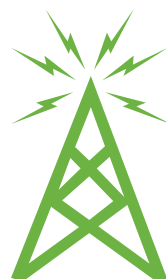
CARS



LANDLINES



TV



RADIO

vs.

## NOW



ONLINE  
SHOPPING



INTERNET



MOBILE  
DEVICES

**facebook**

SOCIAL  
NETWORKING

# Methodology

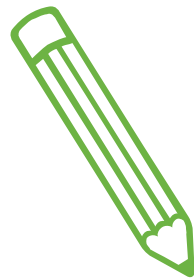
## Timing and Sample Qualifications

### THE SECOND ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT

1400

COLLEGE  
STUDENTS

(18-23 YEARS OLD)



1400

YOUNG  
PROFESSIONALS

(UNDER 30 YEARS OLD)

- The survey was translated into local languages and fielded in 14 countries to gain approximately 100 completes for each subgroup in each country
- Countries: United States, Canada Mexico, Brazil, United Kingdom, France, Spain, Germany, Italy, Russia, India, China, Japan, Australia

# Overview and Summary of Key Findings

- Social life is less about personal interaction and more about being connected
- Social media is growing in influence—in some cases, more important than friends and dating
- One in three college students and young professionals consider the Internet to be as important as fundamental human resources like air, water, food and shelter
- More than half of the study's respondents could not live without the Internet and cite it as an “integral part of their lives” – in some cases more integral than cars, dating, and partying

## SOCIAL LIFE



## SOCIAL MEDIA



DATING



FRIENDS

# Food, Water, Shelter...or Internet?

1 in 3

COLLEGE STUDENTS AND  
YOUNG PROFESSIONALS



- ✓ Air
- ✓ Water
- ✓ Food
- ✓ Shelter
- ✓ Internet

CONSIDER INTERNET A FUNDAMENTAL  
HUMAN RESOURCE

55%

OF COLLEGE  
STUDENTS

AND

62%

OF YOUNG  
EMPLOYEES

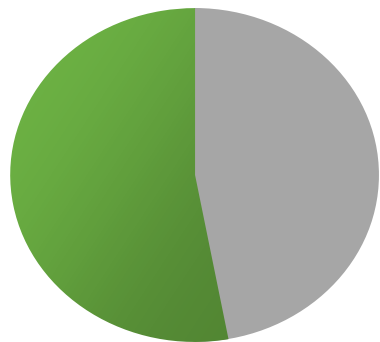
SAY THEY COULD NOT LIVE WITHOUT  
THE INTERNET

# Internet's Importance in Daily Life



4 out of 5

COLLEGE STUDENTS AND YOUNG EMPLOYEES BELIEVE THE INTERNET IS VITALLY IMPORTANT AND PART OF THEIR DAILY LIFE'S SUSTENANCE.



MORE THAN  
HALF

CONSIDER THE INTERNET AN  
"INTEGRAL PART OF THEIR LIVES"

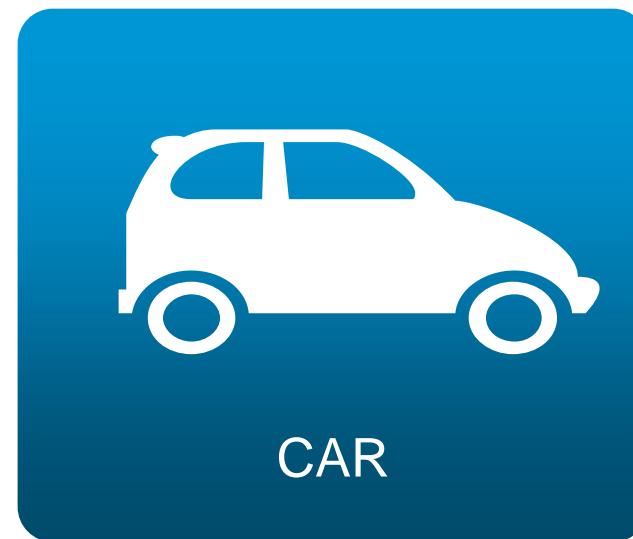
# The New Way to Get Around

2 out of 3

COLLEGE STUDENTS GLOBALLY WOULD  
CHOOSE AN INTERNET CONNECTION  
OVER A CAR



vs.



# The New Social Life: Internet Over Love and Friendship?

40%

(2 out of 5)

OF GLOBAL COLLEGE  
STUDENTS SURVEYED SAY...



Internet



Dating

OR



Friends

OR



Music

27%

(over 1 out of 4)

OF GLOBAL COLLEGE  
STUDENTS SURVEYED SAY...

facebook



Dating

OR



Friends

OR

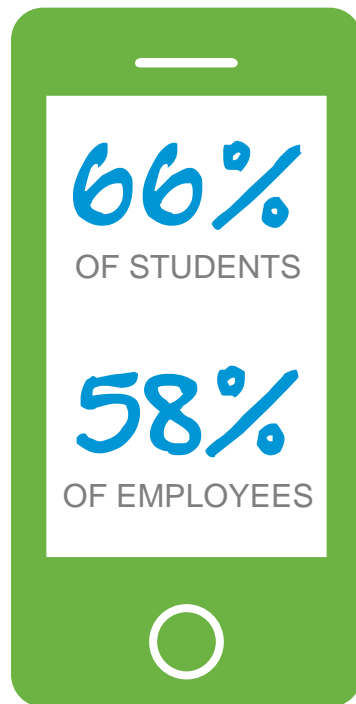
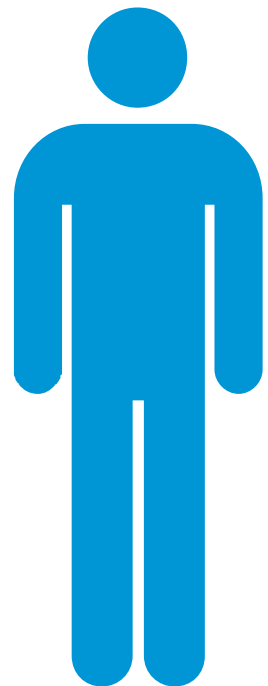


Music

\*Within certain countries, updating Facebook was ranked as the highest priority, even more than hanging out with friends.



# Mobile Devices as the “Most Important” Technology



CITE A MOBILE DEVICE  
(LAPTOP, SMARTPHONE, TABLET) AS  
“THE MOST IMPORTANT TECHNOLOGY  
IN THEIR LIVES.”

SMARTPHONES ARE POISED TO SURPASS DESKTOPS AS THE MOST PREVALENT TOOL FROM A GLOBAL PERSPECTIVE



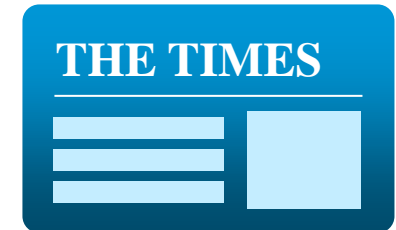
# The Use of Mobile Devices for Accessing Information... and the End of TV and Newspapers?



TV'S PROMINENCE IS DECREASING IN FAVOR OF MOBILE DEVICES LIKE LAPTOPS AND SMARTPHONES

ONLY  
4%

OF COLLEGE STUDENTS AND EMPLOYEES SURVEYED GLOBALLY SAID THE NEWSPAPER IS THEIR MOST IMPORTANT TOOL FOR ACCESSING INFORMATION



1 out of 5



STUDENTS

HAVE NOT BOUGHT A PHYSICAL BOOK (NOT TEXTBOOKS REQUIRED FOR CLASS) IN A BOOKSTORE **IN MORE THAN TWO YEARS—OR NEVER AT ALL**

# Influence of Social Media—and Distractions in Daily Life

91%

OF STUDENTS

AND

88%

OF EMPLOYEES

HAVE A

**facebook**

ACCOUNT

81%

OF THOSE STUDENTS

AND

73%

OF THOSE EMPLOYEES

CHECK THEIR FACEBOOK PAGE AT LEAST ONCE A DAY

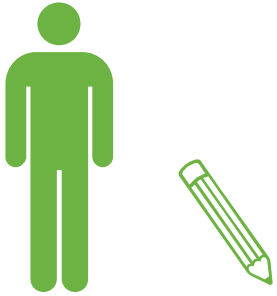
1 out of 3 STUDENTS

AND

3 out of 10 EMPLOYEES

CHECK AT LEAST **FIVE** TIMES A DAY

# Influence of Social Media—and Distractions in Daily Life



COLLEGE STUDENTS REPORTED **CONSTANT ONLINE INTERRUPTIONS** WHILE DOING PROJECTS OR HOMEWORK FROM IM, SOCIAL MEDIA UPDATES AND PHONE CALLS.

## IN A GIVEN HOUR...



84%

OF COLLEGE STUDENTS SAID THEY ARE INTERRUPTED AT LEAST ONCE

24%

(1 OUT OF 4) SAID THEY ARE INTERRUPTED THREE TO FIVE TIMES AN HOUR

12%

SAID THEY LOSE COUNT HOW MANY TIMES THEY ARE INTERRUPTED WHILE THEY ARE TRYING TO FOCUS ON A PROJECT

# Social Media's Impact on Blurring Work and Personal Lives

**7 out of 10**  
**EMPLOYEES**

“FRIENDED” THEIR MANAGERS AND/OR CO-WORKERS ON FACEBOOK, INDICATING THE DISSOLUTION OF BOUNDARIES SEPARATING WORK AND PRIVATE LIFE

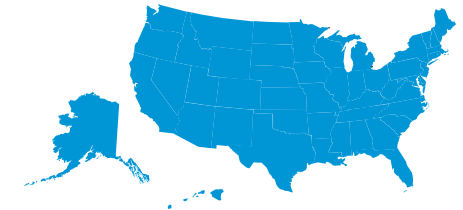
IN THE UNITED STATES...

**23%**

FRIENDED MANAGERS  
AND CO-WORKERS

**40%**

FRIENDED  
CO-WORKERS



OF EMPLOYEES  
WHO USE...

**twitter**

**68%**

FOLLOW THE ACTIVITY OF  
EITHER THEIR MANAGER  
OR COLLEAGUES

**42%**

FOLLOW  
**BOTH**

**32%**

PREFER TO KEEP THEIR  
PERSONAL LIVES  
**PRIVATE**

# Summary

- The Internet is integral in the lives of the world's next generation of workers
- Online communications are challenging face-to-face contact as the primary method of interpersonal communications
- Attitudes toward information access, mobile devices, and social media will influence the future of work – from business communications and work lifestyles to corporate cultures and talent acquisition
- As a result, increasing demands for information access will put new demands on businesses and their networks

