



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

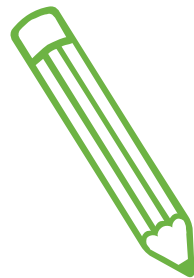
Timing and Sample Qualifications

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

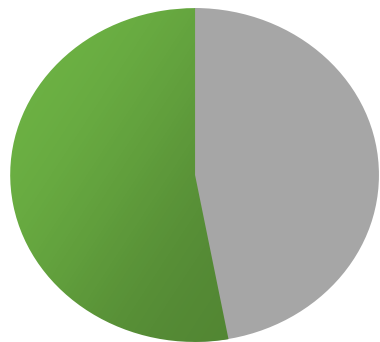
SAY THEY COULD NOT LIVE WITHOUT
THE INTERNET

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"

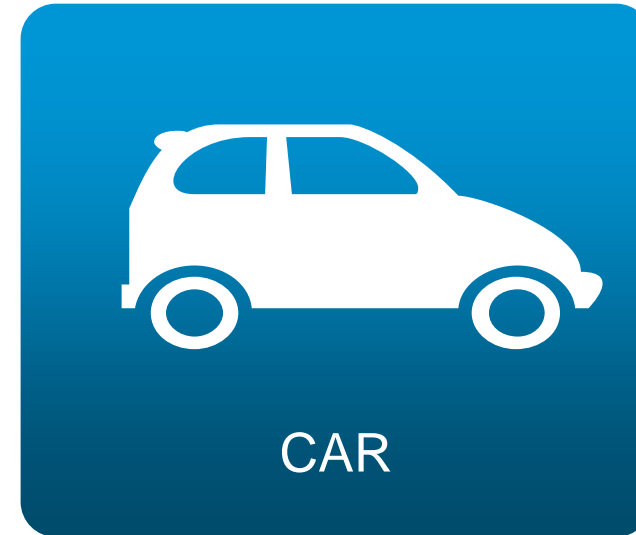
The New Way to Get Around

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

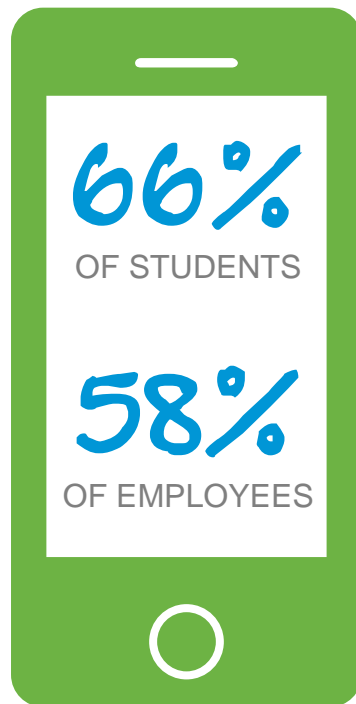
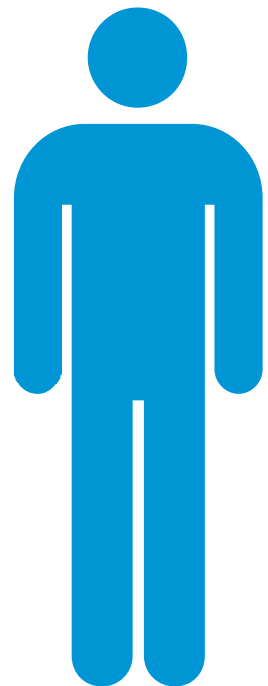
OR



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



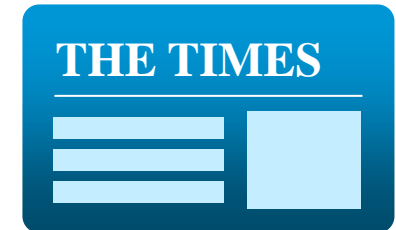
The Use of Mobile Devices for Accessing Information... and the End of TV and Newspapers?



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

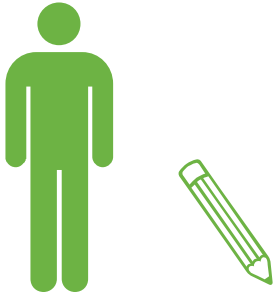
1 out of 3 STUDENTS

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

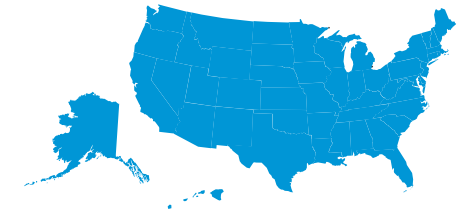
IN THE UNITED STATES...

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

