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

NOW

ONLINE SHOPPING
INTERNET
MOBILE DEVICES
SOCIAL NETWORKING
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
Food, Water, Shelter... or Internet?

1 in 3

COLLEGE STUDENTS AND YOUNG PROFESSIONALS

CONSIDER INTERNET A FUNDAMENTAL HUMAN RESOURCE

✓ Air
✓ Water
✓ Food
✓ Shelter
✓ Internet

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.”
2 out of 3

COLLEGE STUDENTS GLOBALLY WOULD CHOOSE AN INTERNET CONNECTION OVER A CAR
The New Social Life: Internet Over Love and Friendship?

40% of global college students surveyed say...

- Internet
- Dating
- Friends
- Music

27% of global college students surveyed say...

- Facebook
- Dating
- Friends
- 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

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

66% OF STUDENTS
58% OF EMPLOYEES

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

- 68% follow the activity of either their manager or colleagues.
- 42% follow both.
- 32% prefer to keep their personal lives private.
• 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