



OMG, the Millennials Are Coming!

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BatesInfo.com

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Hosted by:

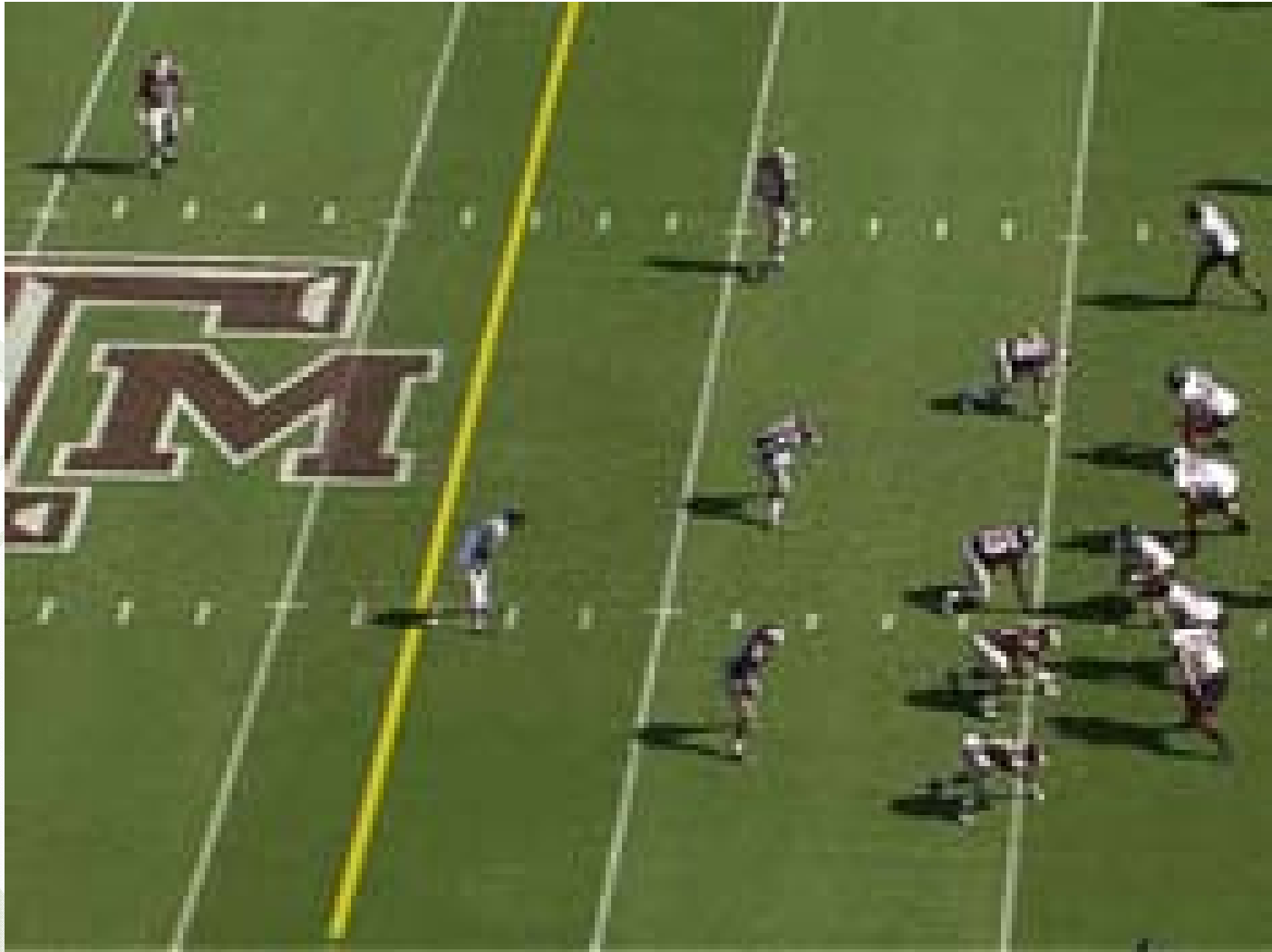
Education Division

Transportation Division

Encore Caucus



Augmented reality, since 1998



Digital natives

90% of American 2-year-olds have a digital presence

1/3 before they're born



Distance doesn't matter

Sharing is the default



Information is ubiquitous

What's "in person"?

"In person" = wherever I am

Can you meet your clients where they are now?

Self-serve 24/7? Accessible virtually?

Are you as easy as Google?

Sharing is the default

First generation born into **digital abundance**

"Why are you hoarding?"

"Why the privacy concerns?"

"Why not upload that?"

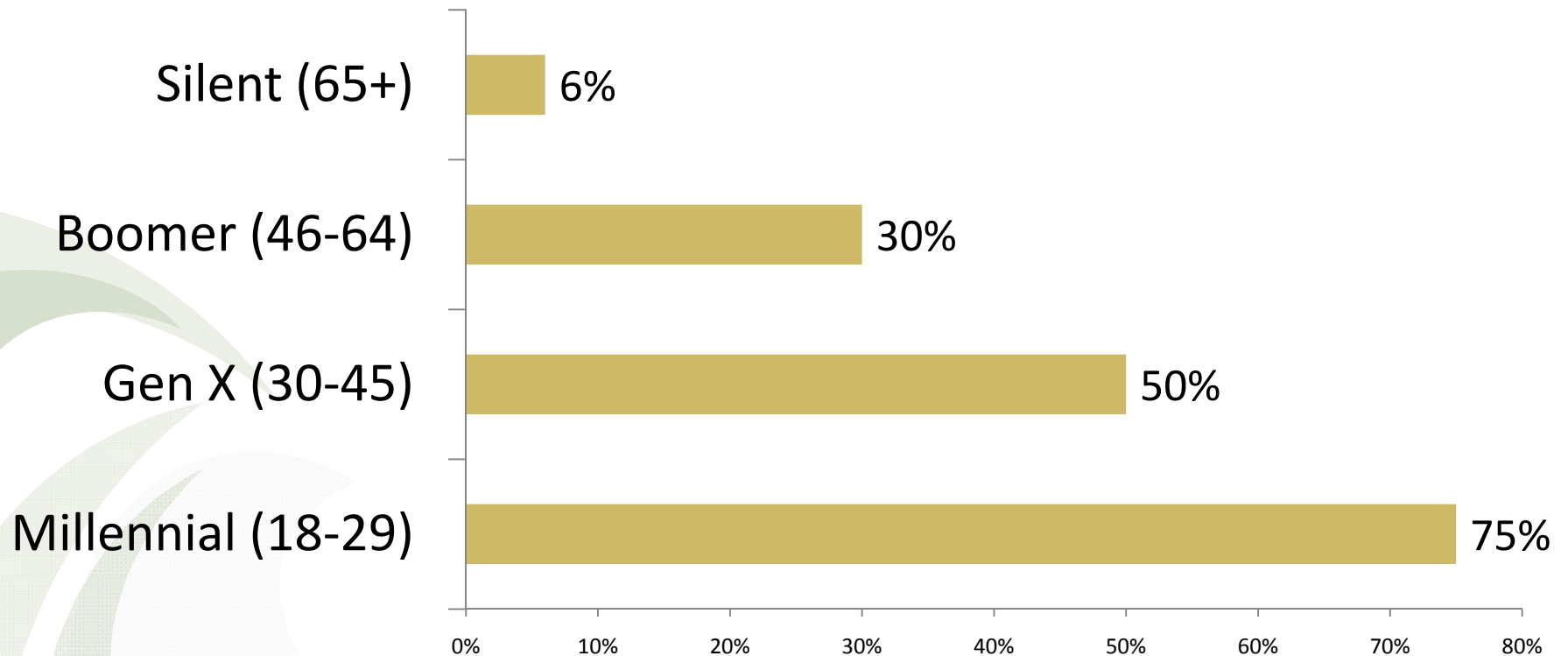
Sharing is the default

Information = Power doesn't work

Sharing Knowledge = Power

Social capital matters!

Do you have a social media profile?



Sharing is the default

**20% of Millennials have posted a video
of themselves online**

6% of Gen X have, 2% of Boomers

**Most believe technology makes life
better**

Branding? Duh!

Personal branding is second nature

Threadless.com

Vote on designs!

Winner gets \$2500

Facebook is your brand



Sharing is the default

Recommendations mean everything



Facebook updates = Tweets = always monitoring my friends

Sharing is the default

Voracious content consumers

Routine content creators

Rely on their network to filter

Sharing is the default

**Everyone discusses (crowd-sourcing /
friend-sourcing)**

Everyone expects lots of value



2,395 Facebook friends

Rich network!

Lots of social peers

Snippets create strong ties

"Why can't I do this at work?"



Ubiquitous connections

Technology is becoming invisible

60% of Millennials connect wirelessly
35% of Boomers

Ubiquitous information

Streaming media – instant gratification

Shift to more info being virtual

Continuous JIT learning

Ubiquitous information

**Gutenberg: Information becomes
share-able**

Millennials: Information is everywhere

Good enough is good enough

Where do you get most of your news?

Internet:

60% of Millennials

53% of Gen X

30% of Boomers

13% of Silent Gen

Evaluating web content

"I always go to Google/CNN/Wikipedia"

"It's the top result on Google"

"News? Whatever's on my home page"

"It's a .org, it must be reliable"



Millennials Join the Workplace

Early learning

World of Warcraft = job skills

High collaboration skills required

Have a goal and purpose

Players' contributions rewarded

Expect surprises

Flexibility is critical

Millennials value:

Interactions, not transactions

Multitasking, "media snacking"

Control over their desktop/devices/UX

"I want my apps!"

Work expectations

Millennials expect to change jobs

Millennials expect to reinvent their job

**Millennials expect to live their lives
while at work**

**Millennials (we all!) want autonomy,
purpose**

Work expectations

Clear options for career opportunities

Assign project, then step aside

Work is a thing you do, not a place you go.

Tools must be accessible remotely

Impact of I-schools

**Learning is what you do, not where you
go**

Virtual classroom, virtual office...

Wide range of skills

Thomas Friedman

We are in an increasingly right-brain world

You have to ask "How can we do new things in new ways?"

What can you upload instead of download?

Millennials

Bring fresh perspective, *as* natives

Have updated skills

Create new initiatives

Offer the *next perspective*



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