

## Want to Understand Millennials? It's Simpler Than You Think.

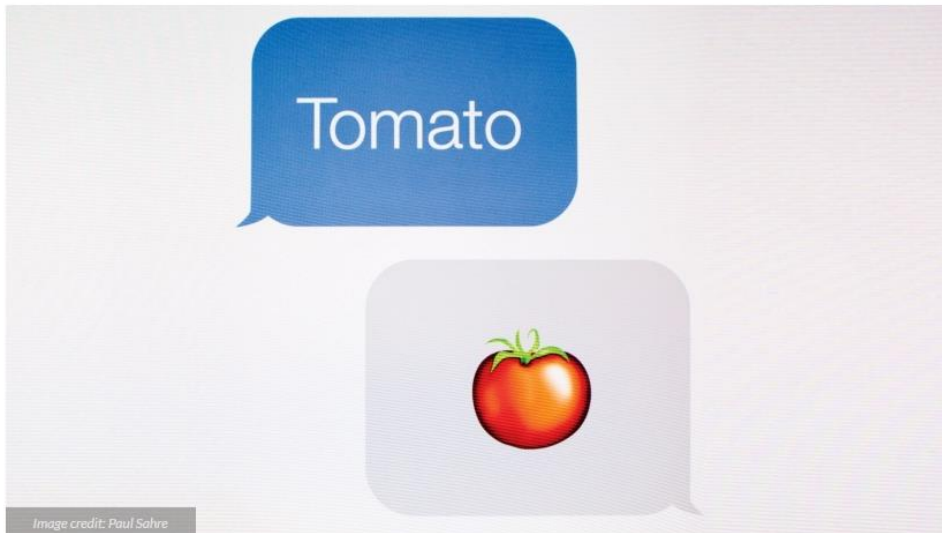


Image credit: Paul Sahre



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Though, of course, time has changed one thing. David Reid, CEO and cofounder of EaseCentral, an HR and benefits platform, says the only difference between the new kids and the, um, older ones is the primary medium through which they get their information. For millennials, it's the mobile internet -- which makes millennials, he says, "much more socially diverse and overall more informed about social issues."