### **GenerativeAI Landscape Methodology and Prompt List**

Our study explored how generative AI models characterize Baby Boomers, Gen X, Gen Y, and Gen Z. These generational categories are defined based on commonly accepted birth year ranges: Baby Boomers (1946-1964), Gen X (1965-1980), Gen Ys (1981-1996), and Generation Z (1997-2012).

For our study, we wanted to use AI models from different countries to gain a diverse range of cultural perspectives. The chosen models included Stable Diffusion, Midjourney, YandexArt, and ERNIE-ViLG. These models were selected based on their ability to render detailed generative images and their widespread use and availability.

We formulated specific prompts to delve into the five critical areas of life where generational differences manifest most prominently: identity, relationships, work/education, lifestyle choices, and consumer habits. Within the images generated, we wanted to examine how each generation is perceived regarding identity, social connections, professional and educational priorities, lifestyle preferences, and purchasing behavior.

Some prompts were designed to provoke images that could be used to understand the stereotypes surrounding “generational identity.” Relationship prompts sought to shed light on family and social dynamics. Work/Education prompts focused on understanding each generation's professional aspirations and educational attitudes through the AI lens. Lifestyle choices explore how each generation enjoys free time, leisure activities, and health practices. Lastly, consumer habit prompts focused on understanding different generations’ preferences when choosing which car to drive, where to dine, what to drink, and where to party.

Through these prompts, we aimed to build a holistic view of each generation through the lens of AI and understand which social generational stereotypes we see challenged or supported in these images.

Prompts Used In This Experiment

**Identity**

Typical Boomer

Popular Boomer

Boomer Outfit

Typical Gen X

Popular Gen X

Gen X outfit

Typical Gen Y

Popular Gen Y

Gen Y outfit

Typical Gen Z

Popular Gen Z

Gen Z outfit

**Consumer Habits**

[Boomer]out partying  
[Boomer]drinking  
[Boomer]at a restaurant  
[Boomer]at a picnic  
[Boomer]dream car  
[Boomer]driving

[Gen X] out partying  
[Gen X] drinking  
[Gen X] at a restaurant  
[Gen X] at a picnic  
[Gen X] dream car  
[Gen X] driving

[Gen Y] out partying  
[Gen Y] drinking  
[Gen Y] at a restaurant  
[Gen Y] at a picnic  
[Gen Y] dream car  
[Gen Y] driving

[Gen Z] out partying  
[Gen Z] drinking  
[Gen Z] at a restaurant  
[Gen Z] at a picnic  
[Gen Z] dream car  
[Gen Z] driving

**Work and Education**

[Boomer]at the office  
[Boomer]dream job   
[Boomer]at school

[Boomer]studying

[Boomer]at work  
  
[Gen X]at the office  
[Gen X]dream job   
[Gen X]at school

[Gen X]studying

[Gen X]at work

[Gen Y]at the office  
[Gen Y]dream job   
[Gen Y]at school

[Gen Y]studying

[Gen Y]at work

[Gen Z]at the office  
[Gen Z]dream job   
[Gen Z]at school

[Gen Z]studying

[Gen Z]at work

**Lifestyle**

[Boomer] active living  
[Boomer] being in nature

[Boomer] on a trip  
[Boomer] on holiday

[Boomer] relaxing

[Boomer] working out  
  
  
[Gen X] active living  
[Gen X] being in nature

[Gen X] on a trip  
[Gen X] on holiday

[Gen X] relaxing

[Gen X] working out

[Gen Y] active living  
[Gen Y] being in nature

[Gen Y] on a trip  
[Gen Y] on holiday

[Gen Y] relaxing

[Gen Y] working out

[Gen Z] active living  
[Gen Z] being in nature

[Gen Z] on a trip  
[Gen Z] on holiday

[Gen Z] relaxing

[Gen Z] working out  
  
  
**Relationships**[Boomer] at home with family  
[Boomer] with friends   
[Boomer] on a date   
[Boomer] getting married  
[Boomer] with kids   
  
  
[Gen X] at home with family  
[Gen X] with friends   
[Gen X] on a date   
[Gen X] getting married  
[Gen X] with kids   
  
[Gen Y] at home with family  
[Gen Y] with friends   
[Gen Y] on a date   
[Gen Y] getting married  
[Gen Y] with kids

[Gen Z] at home with family  
[Gen Z] with friends   
[Gen Z] on a date  
[Gen Z] getting married  
[Gen Z] with kids