

# Week 8

eGovernment & Gen Y

# Outline

- Generation Y: Who are they?
- Expectations of the next generation
- Guest speaker: Nil

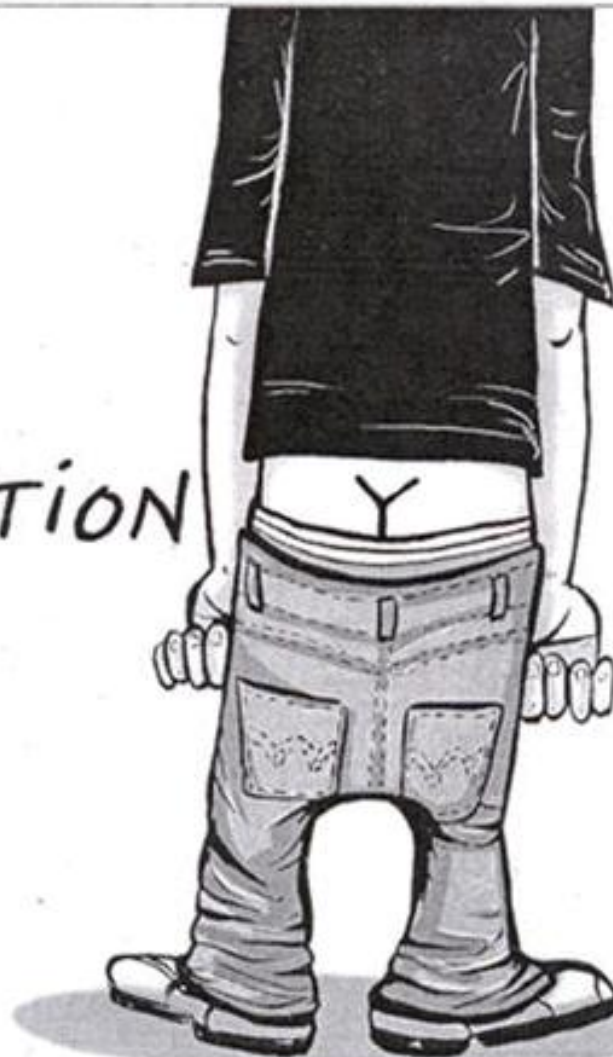
# Generation Y

Who are they?

GENERATION

WHY?

GÉNÉRATION



Beaudet  
2008

# CHAPTER TWO: RELOAD

Serious thoughts for serious people

stay updated via rss



## RECENT POSTS

- Of salaries, value and hypocrisy
- Elected non-PAP MPs are also part of government
- The true winner of the presidential election
- Teaching an old dog new tricks
- Why Tan Cheng Bock should be president

## CATEGORIES

- Culture
- Editorial
- Government

## ➔ Gen-Y: Independent, young and unpredictable

9

Posted: April 28, 2011 in **People, Politics**

Tags: **GE2011, politics, prices, singapore, society, voting**

★★★★★ 1 Vote

The upcoming General Elections 2011 will see much larger numbers of eligible Gen-Y voters since the last elections in 2006.

According to a **white paper** by the **e-Government Leadership Institute**, Gen-Y refers to individuals born between 1977 to 1997. For this year's elections, Gen-Y Singaporeans born between 1977 to 1990 are eligible to vote. Their collective impact on election results even more pronounced than in 2006.

Follow

# Definition of Gen-Y

- First used in August 1993 *Ad Age* editorial to describe teenagers of the day, compared with Generation X
- No consensus definition
- No universally agreed upon time frame
  - Individuals born between 1977 to 1997
  - Cohort of individuals born in 80's & 90's
  - Those born in 1982 – 2000
- AKA Millennial Generation (or Millennials), Generation Next, Net Generation, & Echo Boomers

# Traits of Gen-Y

- Generally
  - More educated & informed populace
  - More tech savvy
  - Much harder to please, politically
  - More independent-minded
  - Demand more from government than their parents



# Their Parents – The Gen-X

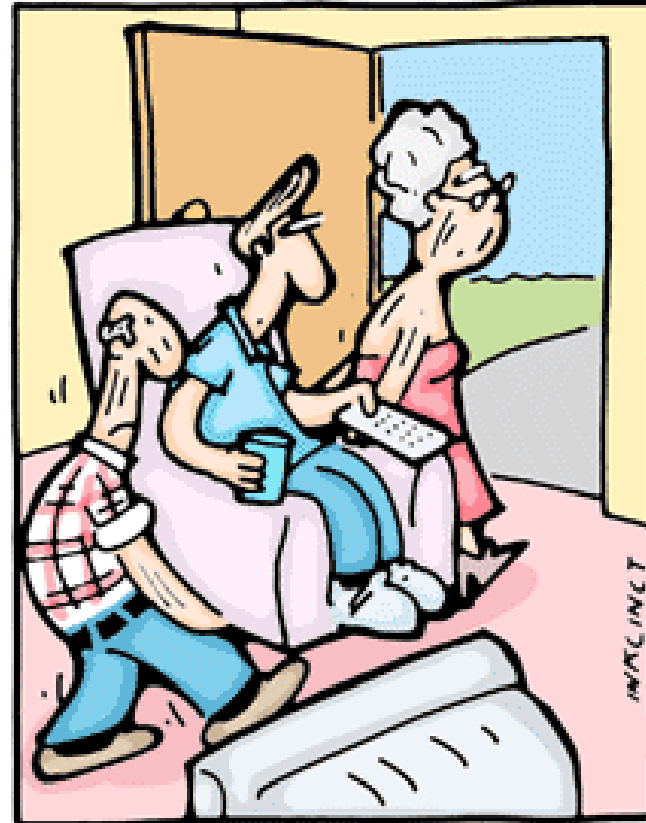
- Generation X was coined by Douglas Coupland in 1991
  - Author of “Generation X: Tales for an Accelerated Culture,” St Martin’s Press
- Lived through hard times of 60’s & 70’s
  - Some define this as people born in 1965 - 1981
- What Singapore is today to Gen-X Singaporeans
  - Almost a godsend or an economic miracle



## *A Generation Y child...*

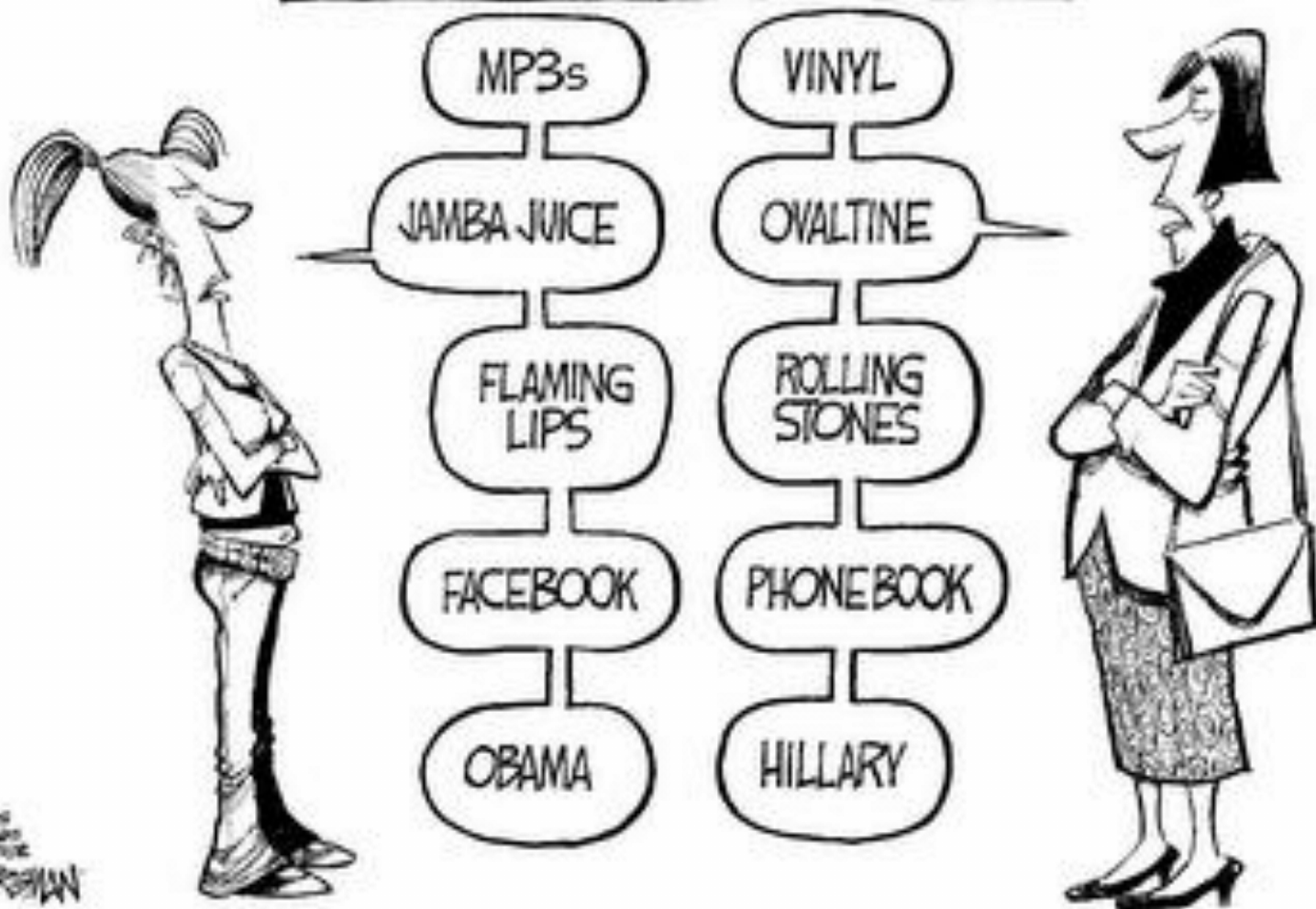


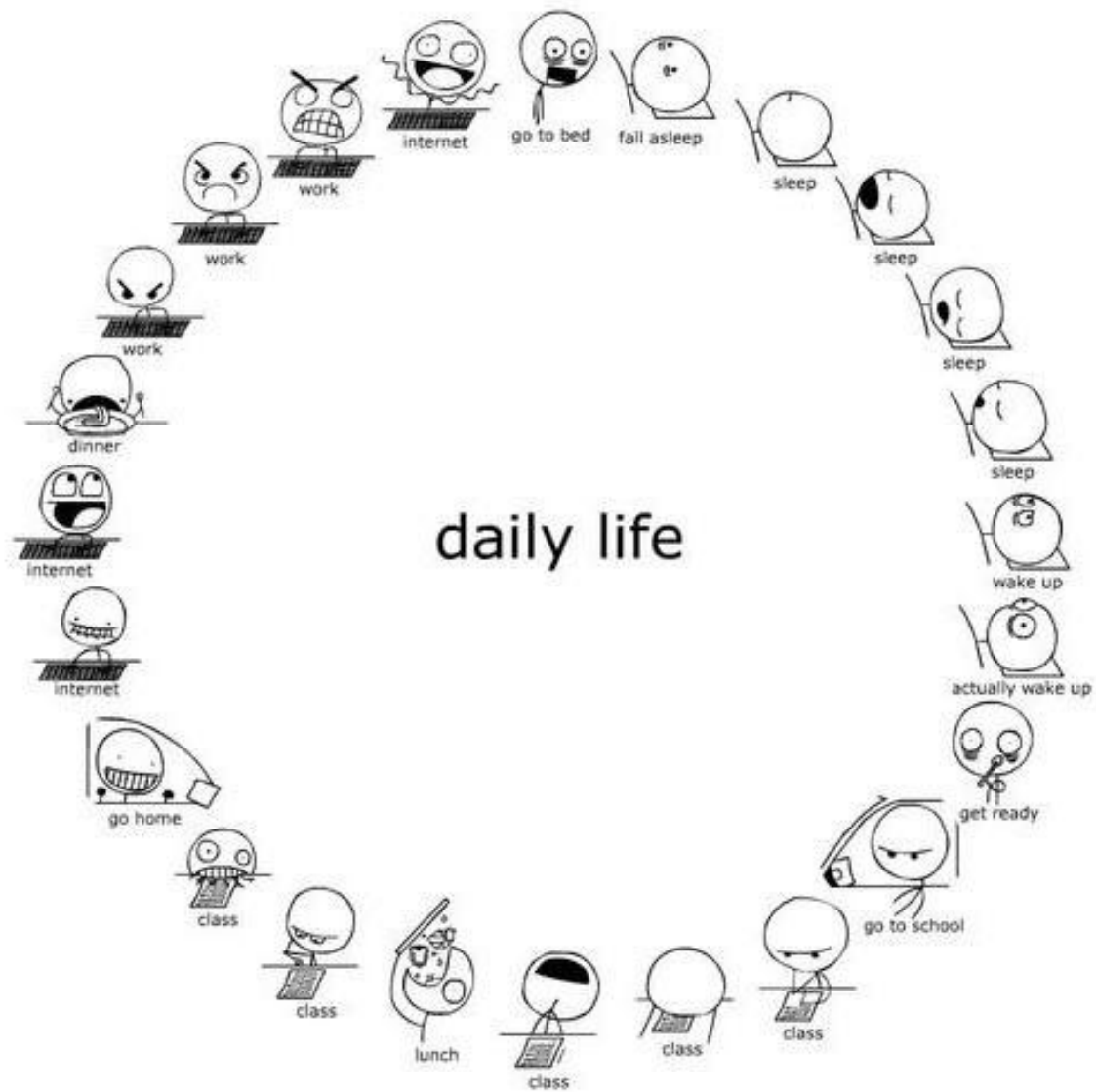
*Taking his first steps.*



*Taking his first steps  
to independent living.*

## Generation Gap 2008





# Gen-Y & Economic Prosperity

- Economic prosperity is not enough
  - Probably have a very different idea of economic prosperity
  - Hard pressed to be convinced that Singapore is prospering economically, given costs of living rising faster than wages
  - Most end up with a sizable study loan after completing tertiary education
  - Likely saddled with a large 30-year housing loan that eats away at their retirement savings
  - Plus renovation loan after getting married & 10-year car loan
- Gen-Y Singaporeans do not feel too happy economically

# Gen-Y in Today's Workplace (1)

- About 400,000 in Singapore workforce today
- Observations e.g.,
  - They are ambitious
  - They are demanding
  - They question everything
  - So if there isn't a good reason for that long commute (or late night), don't expect them to do it!
- Recognition that approaches that used to work are not quite as effective or even relevant

# Gen-Y in Today's Workplace (2)

CNNMoney.com reports

“When it comes to loyalty, the companies they work for are last on their list – behind their families, their friends, their communities, their co-workers, and of course, themselves”

# Generational Divide

- Age
  - Not sole reason for generational behaviours
- Economic, social & political conditions
  - Same conditions act upon people of different ages in different ways
- Experiences
  - Those encountered in formative childhood & teenage years create & define differences between generations
    - Baby Boomers influenced by advent of TV, Rock & Roll, Cold War, Vietnam War, threat of nuclear war, ...
    - Xers saw PC, AIDS, single parent families, growth of multiculturalism, downsizing of companies, ...
  - Social markers create paradigms through which world is viewed & decisions made
  - “People resemble their times more than resemble their parents”



# What influences Gen-Y? (1/3)

- Peers

- More likely to make a decision based on influence of peers
- Biggest factor is experiences of their core group of 3 – 8 friends
- Live in a culture encouraging them to embrace community values & to reach consensus

# What influences Gen-Y? (2/3)

- Pragmatism

- Less idealistic than past generations
- Examples of popular & pervasive genre of songs
  - Dark lyrics of Eninem & Marilyn Manson
- Influence of music is second to influence of TV & movies
- Increasingly worries with youth unemployment rates & increasing housing costs, body image, crime rates
- Increasingly short-term focus
- Top life expectation
  - Complete education with not too many plans after that

# What influences Gen-Y? (3/3)

- Preference

- Gen-X grew up believing that
  - Technology was good & to be trusted
  - Medicine could overcome any problems humanity faced
  - Together we could create a great future
- Scientific method has given way to virtual reality
  - AIDS & other pandemics continue to defy experts
  - Truth is deemed to be relative to one's own background & understanding
- Culture asserts that any philosophy, religion or practice is OK, if it
  - Does not hurt anyone else
  - Tolerant of others' beliefs

# Gen-Y's Values (1/4)

- Knowing their values will help us how to most effectively engage Gen-Y
- Core values of Gen-X include
  - Strong work ethic
  - Respect for authority
  - Loyalty & commitment
  - Financial conservatism
  - Long-term planning
  - Delayed gratification

# Gen-Y's Values (2/4)

- Relational Connection
  - Seek after more than just friendships
  - Want community
    - To be understood, accepted, respected & included
  - Spend most of spare time with peers
    - But often fail to experience real unconditional love & connection
  - Wish: “happy relationship” & “loving family”
  - Demonstrate strong loyalty to friends
  - Self-esteem often rests on how well regarded they are in their group

# Gen-Y's Values (3/4)

- Bigger Meaning
  - Observe parents get rewards of hard work
    - Houses, cars, material wealth
  - Benefit from being materially endowed & entertained
  - See costs of parents' success
    - Broken marriages, absentee parenting, stress related illness
  - Disillusioned with materialism => boredom
  - On a search for fun, quality friendships, fulfilling purpose, spiritual meaning
  - Becoming a cause-seeking generation?
    - Environmentalism, social issues, human rights, ...

# Gen-Y's Values (4/4)

- Trusted Guidance
  - Great need for guidance or direction in their life that is trustworthy
  - Overexposed to commercial messages
    - Hype radar up to screen out most messages
  - Unsure of where they are now
  - Looking for role models & mentors
    - Who not only know the way
    - Also go the way
    - Can show the way



# Communicating with Gen-Y (1/3)

- Gen-X's communication style is structured
  - Gen-Y wants freedom
- Gen-X stresses learning
  - Gen-Y likes experiencing
- Gen-X reacts
  - Gen-Y relates
- Gen-X focuses on the individual
  - Gen-Y is socially driven

# Communicating with Gen-Y (2/3)

- Real

- Not only must communication style be credible, but we must be too
- Can see through hidden agenda
- Can sniff a phoney from a long distance

- Raw

- Not impacted by slick presentation
- Don't want a rehearsed talk or a manufactured spiel
- The more spontaneous & interactive we are, the less intimidated & more open they will be

# Communicating with Gen-Y (3/3)

- Relevant

- Content of message must be relevant to a generation that is visually educated & entertained

- Relational

- “They don’t care how much you know until they know how much you care”
- Requires openness, vulnerability, genuine interest & understanding

# Gen-Y & Government – Going Forward

- Growing pool of Gen-Y & Digital Natives
  - Keen to voice their views
  - Keen to participate in development of policies that affect them
- Question
  - How can we tap effectively on this collective voice & intelligence of the crowd to improve service delivery & policy making process?
- Presents an impetus & an opportunity for Govt to focus on mass collaboration
  - Within public sector
  - With people & private sectors

# Expectations of the next generation

# Digital Democracy

- Refers to when the use of infocomm technology to enhances citizen participation in democratic process
- Computerization of political discourse, policy-making & political process with the view of
  - Increasing
  - Enhancing
  - Deepening

Citizen participation in policy & decision-making process

# Spectrum of Activities

- Electoral campaigns
- Voting
- Consultation
- Participation in policy process
- Public opinion polling
- Communication exchange between elected officials & constituents

ICT facilitates greater openness, transparency & accountability



# Does eGovernment enhance digital democracy?

- Improved & easy access to public info & services
  - Ensures citizens, communities, businesses & civil society make timely & appropriate decisions
  - Compels official to be more transparent & accountable for actions & decisions
    - Leading to improved delivery & quality of services
- Enhanced political participation
  - Enables citizens to be included in policy process & influence decision-making

# Consulting the Public

- Public consultation
  - A critical tool that government agencies leverage on
    - When shaping public policies
    - When developing new initiatives & schemes

# Feedback Unit

- Established in 1985 for public consultation
- Average of 2 – 4 public consultation exercises launched each month in 2010



- Reaching Everyone for Active Citizenry @ Home
- REACH portal
  - Official channel for news & updates on all government consultation exercises
  - New features
    - Alerts on new e-consultation exercises for citizens via social media & mobile apps
    - Quick polls

# Understanding Gen Y & their Perception of e-Government

Based on paper by  
Renee Smith & Virginia Cha

# Agenda

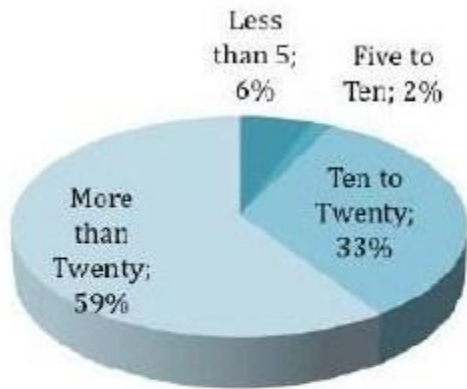
- Gen Y's Views on e-Government services
- Influence of Technology on Gen Y
- Gen Y's expectation as employees & as citizens

# Key Sources

- Singapore Quantitative Study
  - The Net Generation & Government
- Ngenera research reports
- Others
  - World Value's Survey 2008
  - Youth Pulse 2007
  - Australia Democrats Youth Poll 2007



# Gen Y as Technology Consumers



Source: eGL. Singapore Quantitative Study, 2008

- Singapore is a highly connected nation
- Majority spends at least 20 hours per week surfing Internet
- Gen Y would rather live without a TV than Internet in their lives
- Over 80% of global Gen Y owns a mobile phone
- Over 60% who owns a phone are text-messaging & increasingly use mobile browsing

# Products & Services

Source: NGenera. Meet the Global Net Generation,  
July 2007

Country	% of N-Gen Who Have Bought Online
Germany	99%
France	97%
UK	96%
China	95%
Japan	95%
USA	94%
India	92%
Spain	89%
Canada	88%
Mexico	85%
Brazil	84%
Russia	75%

- Gen Y spends time researching products, visiting merchant websites & banking online
- All Gen Y respondents have made purchases online & will buy online in future
- Customisation & personalization of products & services is important to Gen Y
- 60% say they take opportunity to help companies develop products & services

# Information Consumption

Source: NGenera. Meet the Global Net Generation, July 2007

Country	% Who regularly change or add things online
Germany	95%
France	94%
UK	81%
China	78%
Japan	75%
USA	71%
India	69%
Spain	68%
Canada	67%
Mexico	64%
Brazil	64%
Russia	41%

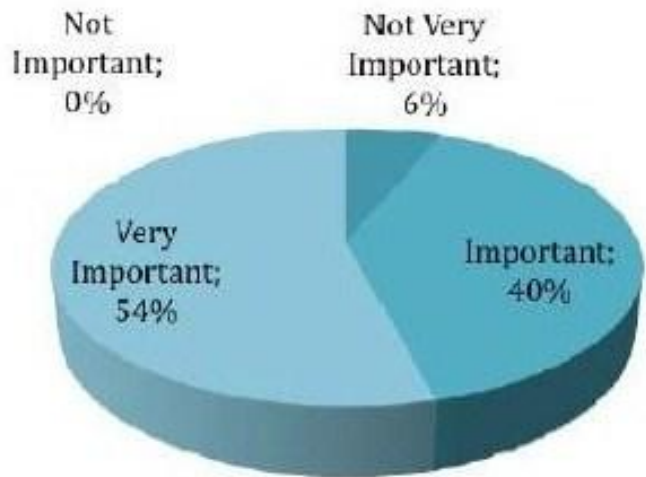
- Primary activities online are to seek info, read news / other media & communicate with friends, facilitated by social networking tools, video, photo sharing sites, blogs, RSS feeds & wikis
- Gen Y are content creators who add or change things

# Advertisement & Marketing

- Words of Mouth
  - A strong marketing tool among Gen Y
  - 60% claim they have positively reinforced product
  - 51% foretell that they would speak negatively of a product if it does not meet promises made in its advertisements
- TV ads remain most influential tool in persuading Gen Y to buy
- 50% of Gen Y cite Internet ads as most often avoided
- Unknown
  - How Gen Y come to know of e-Government services

# Gen Y as Employees

How Important is it for you to be able to use online applications at work?

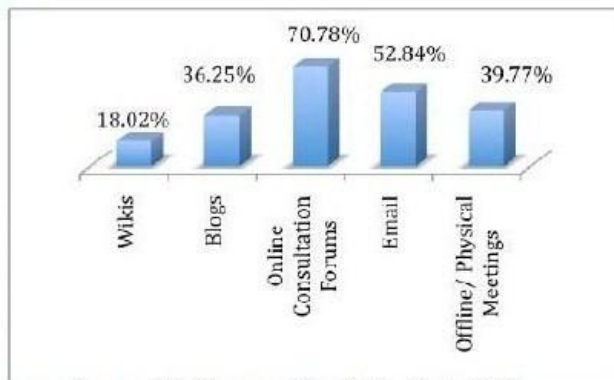


Source: eGL. Singapore Quantitative Study, 2008

- Gen Y has a strong sense of employee empowerment with over 60% claiming that they would like to have a say in
  - Job responsibilities
  - When/where they work
  - Their job descriptions
- 70% claim that work & fun can be the same thing
- Gen Y sees Web 2.0 tools as a way of
  - Making faster & more informed decisions
  - Increasing collaboration & teamwork

# Government-Citizen Relationship

What Web 2.0 tools can best facilitate citizen input into government decisions?

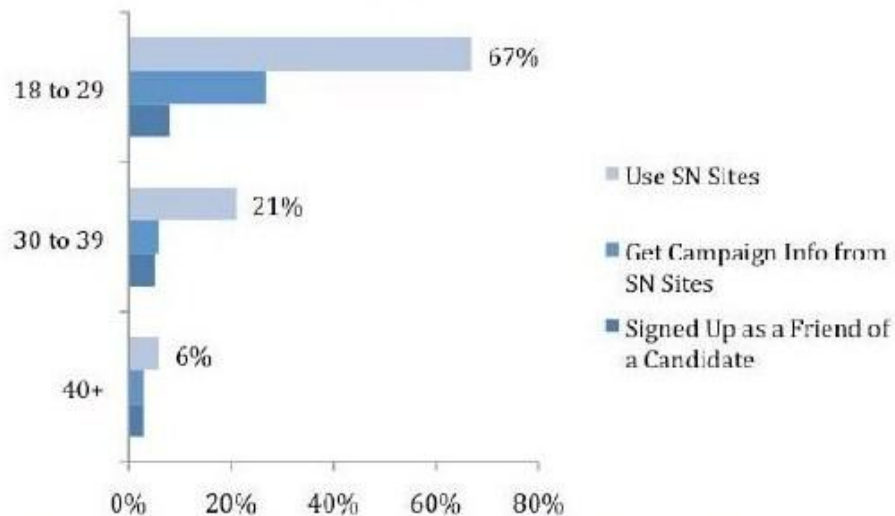


Source: eGL. Singapore Quantitative Study, 2008

- Canadian study shows
  - Federal Govt consultations are poor
  - Could improve if it was clear that govt sought citizen input
- Singapore study shows
  - Online consultation forums, emails & blogs are methods govt could use to facilitate citizen input
  - There are broader citizen engagement issues that need to be tackled in addition to e-Govt initiatives aimed to involve Gen Y in politics



# Confidence

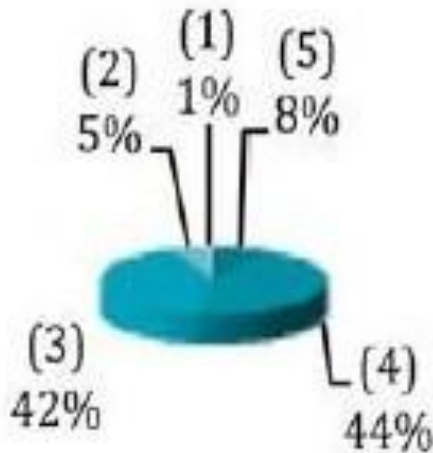


Source: NGenera. Political Communication in a World of Social Media, 2008

- Gen Y has lower level of confidence in info release by official source
- Australian Democrats
  - 46% trust family for political info
  - 4% for Politicians
  - 3% for Media
  - 26% for 'none of the above'

# Government Services

How would you rate the governments online services?  
(1 = poor, 5 = excellent)



- Majority found govt services satisfy or meet their expectations
- 88% pointed out govt can improve service delivery by utilizing Web 2.0 apps



# Findings

- e-Government is currently implemented as a mechanism for better, faster & cheaper service delivery
- Online citizens generally find e-Government services satisfactory (as far as usage is concerned)
- Opportunity exists to capitalise on e-Government for interaction & relationship building with Gen Y

# The Y Generation: Outbound Communication Methods

Katie Meredith & Amos Wang

Supervised by: Virginia Cha & Renee Smith  
eGL Singapore

# Agenda

1. Introduction
2. Past Research on Generation Y
3. New Venture Creation Class Study
4. Findings
5. Conclusions & Future Research

# Introduction

- Follow up to eGL's report on "Understanding Generation Y and their Perception of e-Government"
- New Venture Creation Class
  - Analysis of course deliverables
  - Assessing preferences for communication
- This report presents a deeper understanding of
  - How Gen Y present their ideas
  - How governments can engage these citizens
  - Where they are, what tools they are using, & how they are using them

# Meet Gen Y



- 1977 – 1997: Shaped by ubiquitous technology
- Cynicism, distrust, decline in political participation
- As Consumers, Citizens, Employees, Students ...  
Web 2.0!
  - 61% use Web 2.0 apps daily
  - Influencing advertising, word of mouth
  - 94% of Singapore Gen Y say “important” or “very important” to work
  - 81% of Singapore Gen Y say “should be used government info & services
  - 88% thought Web 2.0 could improve government services

# Tufts University Admissions

- Allowing students to express themselves using Web 2.0 tools
- Video source:  
<http://www.youtube.com/watch?v=LWmUohze4jE>

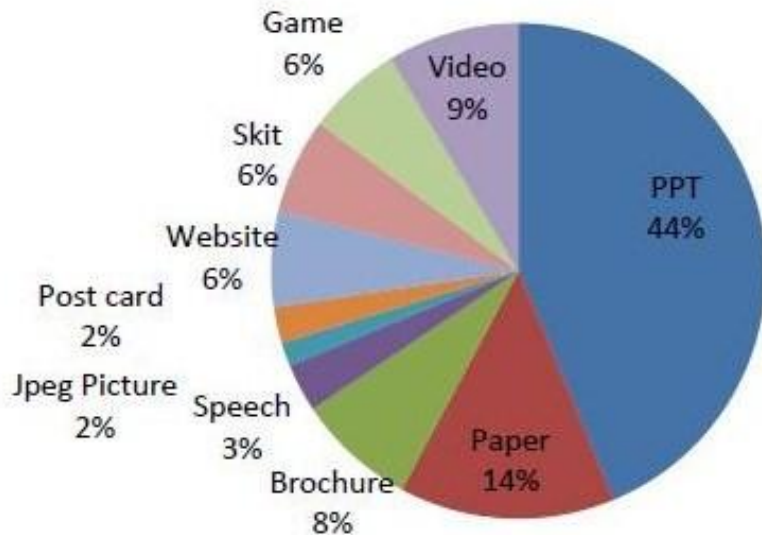
# New Venture Creation Class

- What are Gen Y's preferred methods to communicate their ideas?
  - Validating to see if it is in sync with previous research
- NUS Overseas College at Fudan University in Shanghai
  - Undergraduate students doing minor in Technopreneurship
- Fall 2008, Spring 2009, Fall 2009
- Students to develop 5 – 6 deliverables
  - 3/6 or 2/5 were presentations
  - Remainder were free form

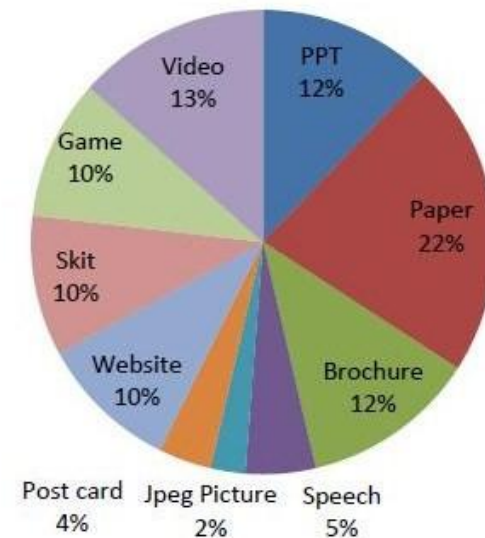
# Findings

- Wide-ranging media were used to communicate concepts

**Overall Basic Media Used**



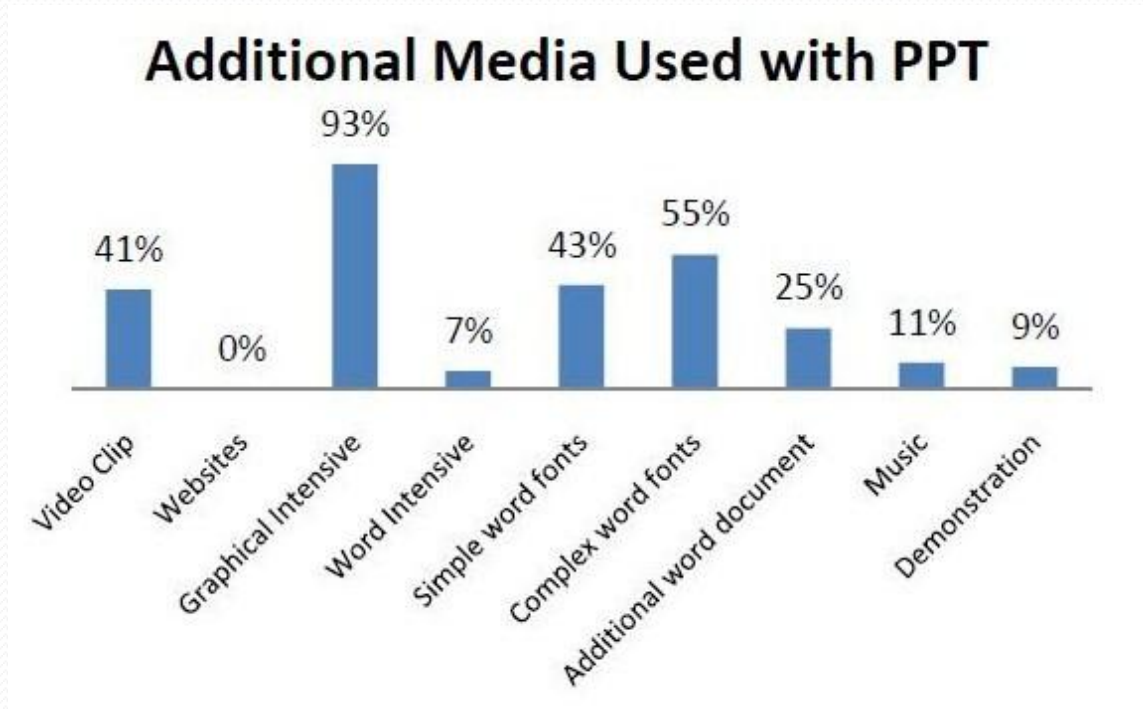
**Basic Media Used (Free Choice)**





# Findings (continued)

Multiple media types integrated to enhance presentations



- Complex fonts
- Graphically intensive formats

# Implications for Governments

- Reach Gen Y where they are!
- Need to receive feedback in various forms
  - Gen Y has an appreciation for choice
  - Invest real resources & manpower
- Mine platforms for information
- Use Web 2.0 to communicate with Gen Y

# Conclusion & Future Research

- Gen Y is comfortable using a broad range of media & customizing deliverables
- Governments need to recognize this
  - When seeking input
  - When communicating
  - To fix the current disconnect
- Future research
  - Longitudinal studies
  - Reasons for choosing methods
  - Case studies of best practices worldwide